

**NOB HILL
SECTOR DEVELOPMENT
PLAN**

DECEMBER, 1987

CITY OF ALBUQUERQUE • PLANNING DEPT. • REDEVELOPMENT DIV.

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Gene Romo, CAO, City of Albuquerque

City Council

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Joe Boehning
Judy Chreist
John Davis

Max Findell
Pauline Gubbels
Michael Lebeck
Barbara Seward

CITY of ALBUQUERQUE
TENTH COUNCIL

COUNCIL BILL NO. **R-51** ENACTMENT NO. **79-1992**

SPONSORED BY: *Ruth M. Adams*
By Request

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RESOLUTION

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AMENDING THE SU-2 CCR COMMUNITY/RESIDENTIAL LAND USE CATEGORY WITHIN SECTION 3.B. OF THE NOB HILL SECTOR DEVELOPMENT PLAN.

WHEREAS, the Nob Hill Sector Development Plan adopted December 7, 1987 contains goals, objectives, and policies to guide development within the boundaries of the plan; and

WHEREAS, the proposed amendments are consistent with goals, objectives, and policies of the Nob Hill Sector Development Plan; and

WHEREAS, the Environmental Planning Commission in its advisory role on land use and planning matters held a public hearing, considered the testimony, and has recommended approval of the proposed amendments; and

WHEREAS, the City Council has carefully reviewed the amendments attached hereto as Exhibit "A".

BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF ALBUQUERQUE:

That the Nob Hill Sector Development Plan amendments attached hereto and made a part hereto, are hereby adopted and shall be incorporated in the Nob Hill Sector Development Plan, a Rank III sector development plan.

1 PASSED AND ADOPTED THIS 18th DAY OF MAY, 1992
2 BY A VOTE OF 9 FOR AND 0 AGAINST.

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Pauline K. Gubbels, President
City Council

APPROVED THIS 8 DAY OF JUNE, 1992.


Louis E. Saavedra, Mayor
City of Albuquerque

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ATTEST:

City Clerk

EXHIBIT "A"
Proposed Amendments to the CCR Community Commercial/Residential
Land Use Category within Section 3.B. of the Nob Hill Sector
Development Plan

3. The CCR Community Commercial/Residential land use category corresponds to the R-3 Zone for residential uses and the C-2 Zone for non-residential uses with the following exceptions:

A. Alcoholic beverage sales for off-premise consumption are not allowed.

B. Drive-up service windows are not allowed.

C. Outdoor motor vehicle or trailer sales, rental, service, repair, and/or storage shall be separated from Central Avenue by a building. For the purposes of the CCR Land Use Category, "building" means a structure enclosed on all sides by walls and roof.

B.D. Signs:

1. One projecting sign, not to project more than 30 inches, may be allowed for each business provided:

a) such sign is separated by at least 25 feet from any other projecting sign and,

b) there is not another sign for the same business on the premise.

c) Sign heights shall not exceed 5 feet above the height of a building.

2. Wall signs shall not exceed 20 percent of a building front's facade area.

3. Illumination, motion. Change of illumination may produce apparent motion of the visual image on signs.

G.E. Setbacks: there shall be no side and front yard setback for properties abutting Central Avenue ~~However, where required clear sight triangles must be provided.~~ except when the setback area is needed to provide:

a) outside seating and/or pedestrian plaza space.

b) required clear sight triangles.

D.F. Off-Street Parking and Parking Lots: Off-street parking shall be as provided in Section 40.A. of the Zoning Code with the following exceptions:

1. ~~A [variance of more than 10% from the]~~ conditional use may be granted for reduction in the off-street parking required in Section 40.A of the Zoning Code [shall be appropriate] for retail, restaurant or theatre uses which meet the following additional criteria:

a. The particular use will substantially benefit the neighborhood by providing often used neighborhood oriented retail, restaurant or theatre services; and

b. The developer has made every possible effort to provide the normal amount of parking on the property short of demolishing an existing building.

2. ~~Off-street parking shall not be adjacent to Central Avenue.~~
Off-street parking and parking lots shall be separated from Central Avenue by a building. Off-street parking and parking lots which existed prior to May 18, 1992 are not affected by this regulation.

EXHIBIT "B"
Amendment to Page 47 of the
Nob Hill Sector Development Plan
As Published December, 1987

Amend recommendation 2.a.2 to read:

2) In the SU-2/CCR zoning area, convert the 100 blocks of all north-south streets in the sector plan area, both north and south of Central, to angle parking, except where there is not yet a need for the additional parking or where many property owners and business operators immediately involved oppose the change.

CITY of ALBUQUERQUE
EIGHTH COUNCIL

COUNCIL BILL NO. R-362 ENACTMENT NO. 12-1988

SPONSORED BY: Richard F. Mather

RESOLUTION

1
2 ADOPTING THE NOB HILL SECTOR DEVELOPMENT PLAN AS A RANK 3 SECTOR
3 DEVELOPMENT PLAN AND AMENDING THE ZONE MAP AS SPECIFIED IN THE NOB
4 HILL SECTOR DEVELOPMENT PLAN.

5 WHEREAS, the Council, the Governing Body of the City of
6 Albuquerque, has the authority to adopt plans for the physical
7 development of areas within the platting jurisdiction of the City
8 authorized by statute, Sections 3-19-5 and 3-19-9 NMSA 1978, and by
9 its home rule powers; and

10 WHEREAS, the Council recognizes the need for sector development
11 plans to guide the City of Albuquerque and other agencies and
12 individuals to ensure orderly redevelopment and effective
13 utilization of funds; and

14 WHEREAS, the Nob Hill Sector Development Plan has been developed
15 with the assistance of area residents, property owners, business
16 people, and institutions; and

17 WHEREAS, recent community meetings in Nob Hill indicated concern
18 for neighborhood issues, including zoning, traffic, parking,
19 residential preservation and commercial revitalization; and

20 WHEREAS, the Environmental Planning Commission has been
21 delegated the authority to adopt Sector Development Plans except for
22 those conditions described in Section 7-14-41.C.9.b. R.O. 1974; and

23 WHEREAS, the Environmental Planning Commission adopted the Nob
24 Hill Sector Development Plan on September 10, 1987 amending the zone
25 map adopted by Article 7-14 R.O. 1974 to reflect the rezoning in Map
26 14 of the Plan, as to regular zone changes, i.e., the areas not

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1 proposed to be zoned SU-2.
2 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
3 ALBUQUERQUE:

4 Section 1. The Nob Hill Sector Development Plan, attached
5 hereto and made a part hereof, is hereby adopted as a Rank Three
6 Plan, as a guide to partial implementation of the
7 Albuquerque/Bernalillo County Comprehensive Plan, and the investment
8 of other public and private funds.

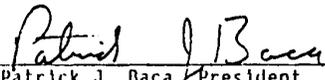
9 Section 2. All redevelopment activities within the area,
10 including housing rehabilitation, land acquisition, and public
11 improvements, shall be guided by the Nob Hill Sector Development
12 Plan.

13 Section 3. The Nob Hill Sector Development Plan shall guide
14 City actions and regulations with respect to future land use,
15 landscaping and building requirements.

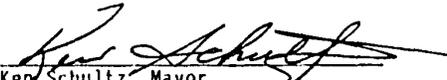
16 Section 4. The Zone Map, adopted by Article 7-14 R.O. 1974 is
17 hereby amended to reflect the rezoning in Map 14 for the areas zoned
18 SU-2.

19 PASSED AND ADOPTED THIS 7th DAY OF December,
20 1987.

21 BY A VOTE OF 9 FOR AND 0 AGAINST.

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23 
24 Patrick J. Baca, President
City Council

25 APPROVED THIS 5th DAY OF January, 1987.

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28 Ken Schultz, Mayor
29 City of Albuquerque

30 ATTEST:

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33 City Clerk

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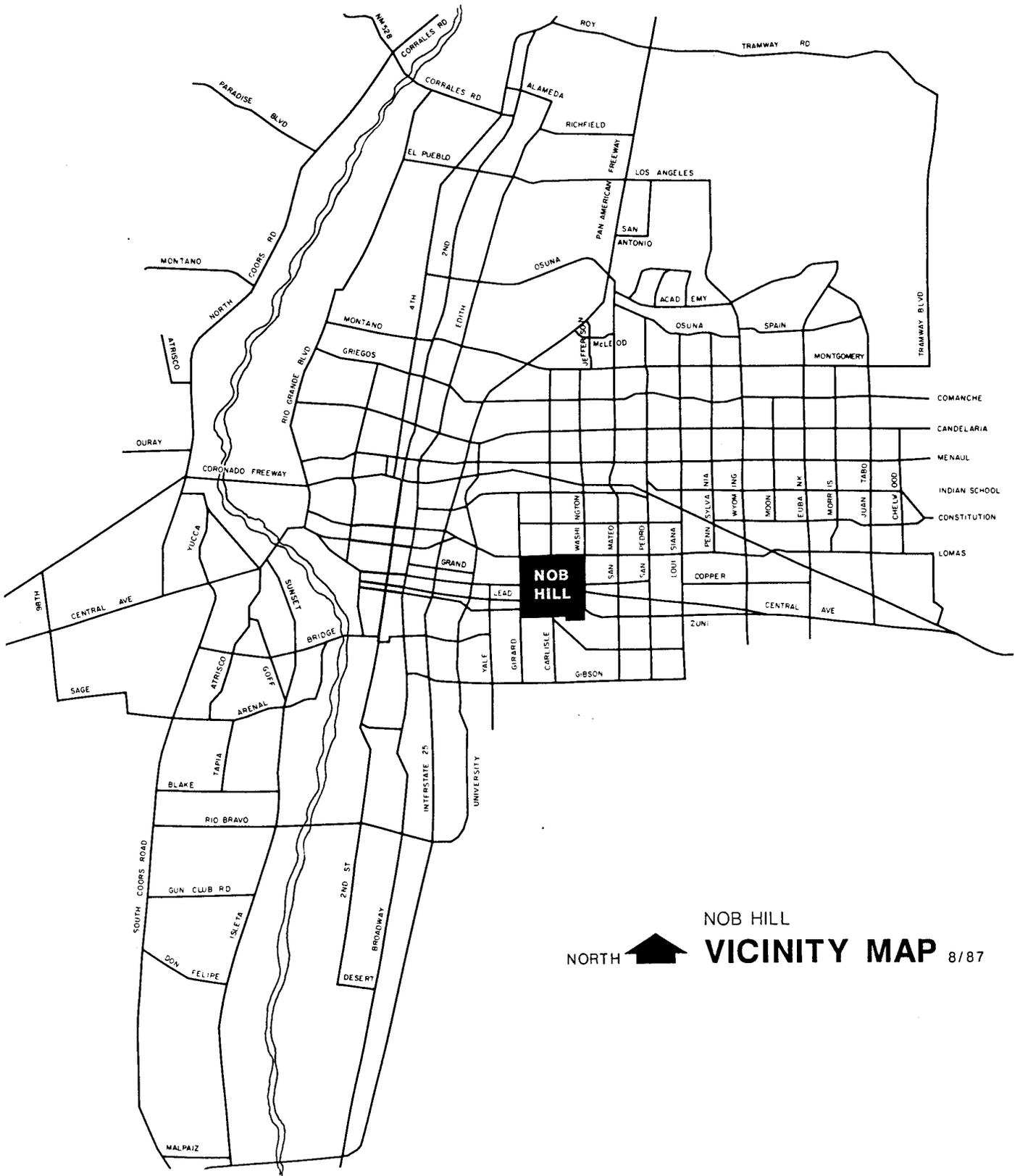
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I. Introduction



NOB HILL
 NORTH  **VICINITY MAP** 8/87

A. BOUNDARY

The boundaries of the Nob Hill Sector Development Plan area are as follows:

Beginning at the intersection of the east right-of-way line of Girard and the north right-of-way line of Lomas;

Thence, easterly along the north right-of-way line of Lomas to the east right-of-way line of Washington;

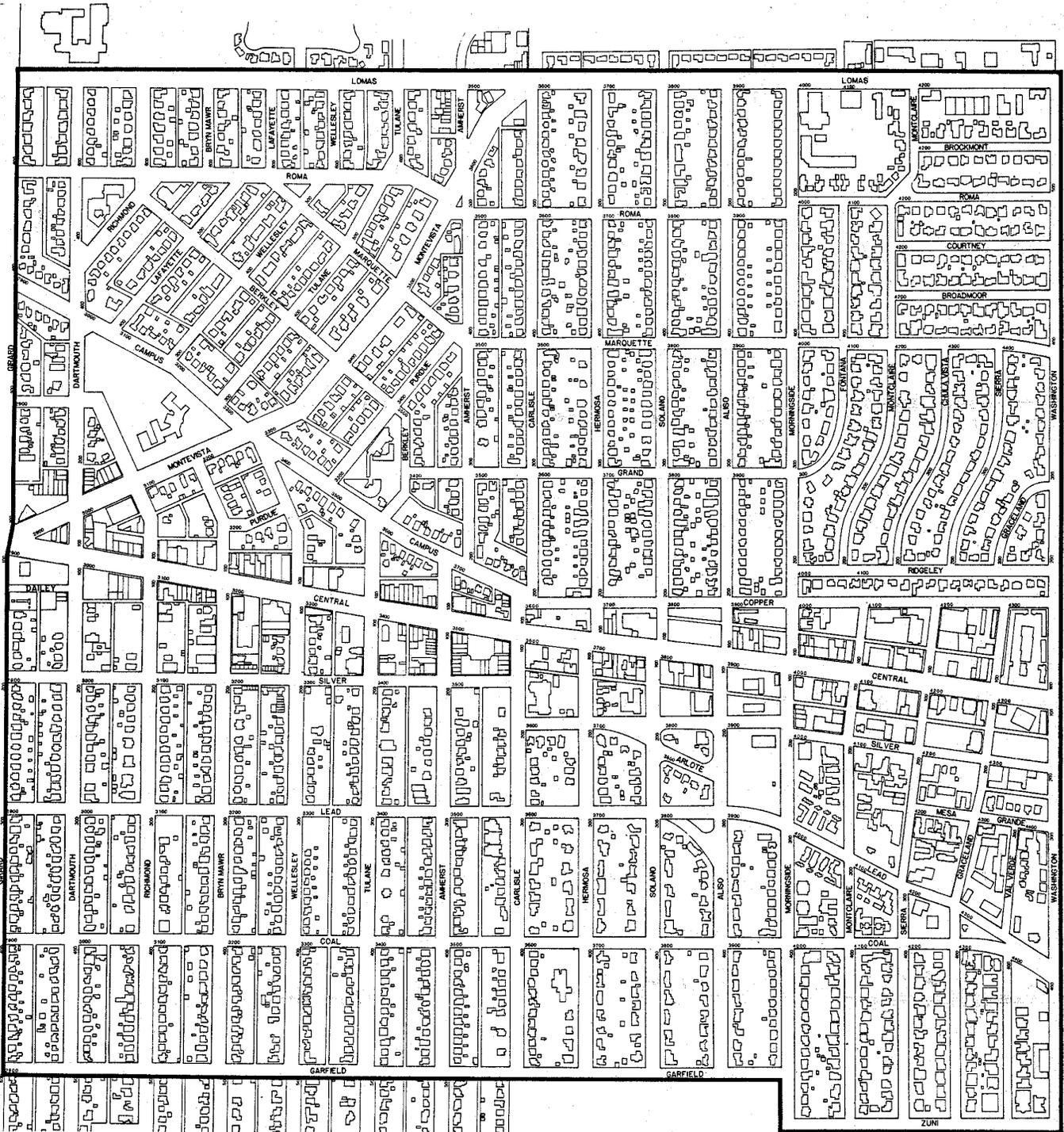
Thence, southerly along the east right-of-way line of Washington to the south right-of-way of Zuni;

Thence, westerly along the south right-of-way line of Zuni to the west right of way line of Morningside;

Thence, northerly along the west right-of-way line of Morningside to the south right-of-way line of Garfield;

Thence, westerly along the south right-of-way line of Garfield to the east right-of-way line of Girard;

Thence, northerly along the east right-of-way line of Girard to the point and place of beginning.



NORTH  **NOB HILL**
SECTOR PLAN BOUNDARY 9/86

Map 2

B. PLANNING PROCESS

The Sector Development Plan for the Nob Hill Area was initiated at the request of the Nob Hill Neighborhood Association. The Association wanted professional help in examining the neighborhood and proposing actions to promote the overall health and character of the area. The Plan and the Nob Hill Study were partly funded by a Community Development Block Grant obtained by the Nob Hill Neighborhood Association in fiscal year 1984 (FY 84).

Nob Hill Study

In 1984 the City's Redevelopment Division hired a consultant to undertake planning work in the Nob Hill area. The first phase of the work was the completion of the Nob Hill Study. The purpose of this study was to identify the problems and assets of the Nob Hill district as well as identifying opportunities for positive change. The Study examined the history, character and present day conditions of the area and explored the attitudes of residents, business people and commercial property owners in the neighborhood. In addition, the Nob Hill Study explored the nature and extent of the residential area's relationship to the Central Avenue commercial strip. Copies of the Nob Hill Study can be obtained in the Albuquerque/Bernalillo County Government Center, Redevelopment Division, 3rd Floor.

The most important conclusions to emerge from the Nob Hill Study are:

- Residents consider Nob Hill a highly desirable place to live.
- Together, the Nob Hill neighborhoods and the Central Avenue corridor offer a rich and vibrant built environment which is worthy of recognition and conservation.
- The Nob Hill business district serves nearby neighborhoods and the greater community, including Bernalillo County and the State of New Mexico.
- Problems and issues of concern center on the existence and effect of liquor sales and adult establishments and on land use which is inconsistent with present zoning.
- Other concerns include: the negative impact of street people; the improvement of specific buildings; general clean-up and maintenance; traffic safety; the availability of parking and treatment of parking areas; and, the assistance and promotion of small business.
- Prospects for revitalization along Central Avenue are excellent.

Sector Plan Development

The second phase of the planning process involved the development and preparation of this Plan. Public meetings and the formation of a committee structure provided organized community involvement in this process. An

Oversight Committee composed of community representatives worked closely with the planning consultant and with Redevelopment staff throughout the project. The Oversight Committee coordinated the efforts of five sub-committees: Neighborhood Enforcement, Historic Preservation and Urban Conservation, Commercial Revitalization, Transportation and Traffic Safety, and Land Use and Zoning. Together, these committees developed the recommendations contained in this Plan.

After Plan recommendations were developed, a Citizen Task Force was formed to evaluate the feasibility of the recommendations and to prioritize them. Working with Redevelopment staff, the Task Force also identified implementation responsibility for each of the recommendations, thus providing a clear agenda for the implementation process. (See Implementation Section)

Nob Hill Main Street, Inc.

Nob Hill Main Street, Inc. has been an ongoing participant in the planning process for the Nob Hill area. Nob Hill Main Street, Inc. is a not-for-profit corporation that was established in 1985 to develop and carry out economic revitalization in the Nob Hill commercial district. The Main Street Program is based on a public/private partnership approach developed by the National Main Street Center. The Center provides technical assistance to local organizations; funding comes from local sources, both public and private. The Board of Directors for Nob Hill Main Street is comprised of local citizens including merchants, property owners as well as professionals with expertise in architecture/design, economic development and promotions. Since its inception, Nob Hill Main Street has coordinated its activities with the City's planning efforts and has been given responsibility for implementing a number of recommendations contained in this Plan. The Design Guidelines and the Parking Study were both completed under the guidance of Nob Hill Main Street.

The Nob Hill Main Street Program uses a time-tested approach to commercial district revitalization developed by the National Trust for Historic Preservation's Main Street Center. The approach is incremental, building on small changes and developing local leadership and ongoing commitment. Four major elements contribute to this systematic revitalization effort: organization, design, economic development and promotions. This comprehensive, self-help approach has been successful in small towns across the country and it is now being tested in a three-year Urban Demonstration Program in eight carefully selected larger cities including Albuquerque.

To date, Nob Hill Main Street has been successful in attracting strong local support and increased investment to the Nob Hill commercial corridor. Considerable volunteer effort has been contributed by local merchants and professionals. Moreover, merchants and local business associations have provided funding for program activities. These efforts have already contributed to a number of visible improvements along Central Avenue including facade rehabilitations, attraction of new businesses and the creation of new jobs. Perhaps most importantly, the Main Street approach provides a viable model for commercial revitalization which can be adapted to other commercial districts within the Albuquerque area.

C. CONFORMANCE WITH COMPREHENSIVE PLAN

The Albuquerque/Bernalillo County Comprehensive Plan articulates numerous policies that provide the basis for the Nob Hill Sector Plan recommendations. The Nob Hill Sector Plan recommendations, in turn, are intended to address the goals of the neighborhood. Listed below are the Comprehensive Plan policies which have provided a framework for the Nob Hill planning process:

- Policy A.2.a Redevelopment and rehabilitation of older neighborhoods should be continued and expanded.
- Policy A.2.b Selected buildings and areas which explain our past and which give Albuquerque identity, individuality and cultural richness shall be preserved, enhanced and reused where appropriate.
- Policy A.2.m Quality architectural design shall be encouraged in all new development. Projects within each designated urban center shall enhance its unique character, as defined in area plans. Architectural styles and principles of design shall be encouraged which are appropriate to the region.
- Policy A.2.n Landscaping with native or naturalized vegetation where appropriate shall be encouraged within public and private rights of way to control water erosion and dust, absorb atmospheric pollutants, and create a pleasing visual environment.
- Policy A.4.a Park facilities within one half mile of every home shall be the objective for existing, redeveloping and developing areas.
- Policy A.5.a Compatible mixing of residential, commercial, light industrial, and educational activities on an area-wide basis shall be encouraged where desirable and appropriate to lessen the need for travel.
- Policy A.5.b Buildings and space should be designed and jointly used for a variety of activities when efficient and feasible.
- Policy A.5.k A metropolitan area-wide bicycle network shall be constructed.
- Policy B.1.c. Traffic engineering techniques shall be improved to permit achievement and maintenance of a smooth flow of traffic at steady, moderate speeds.
- Policy B.3.c. Transportation and land use planning shall be encouraged which conserves energy by reducing automobile travel and promoting public transportation, bicycling and walking as transportation alternatives.
- Policy B.6.f. Variety and flexibility in educational and recreational resources shall be encouraged through joint use of facilities.

D. GOALS

Listed below are the goals of the Nob Hill Sector Development Plan. A detailed discussion of issues and recommendations pertaining to the goals is provided in the Plan Components section. The top priority recommendations are provided in the Implementation section.

- Promote neighborhood safety.
- Identify and preserve the existing character of the residential area.
- Encourage a mixture of compatible uses.
- Recognize and preserve buildings and areas of architectural and environmental significance.
- Provide adequate parking.
- Provide for an efficient circulation network that includes transit, bicycle, pedestrian and vehicular systems.
- Stimulate commercial revitalization.

II. Area History and Character

A. RESIDENTIAL DEVELOPMENT HISTORY

The Nob Hill Neighborhoods developed over a 30-35 year period beginning in the 1920's. When development was first proposed, the mesa east of the University of New Mexico was the edge of town. The first of Nob Hill's six residential subdivisions (the second phase of the University Heights development located south of UNM) was platted in 1916; however, 1919 Sanborn Maps show no development in this area.

The building permit record, which began in the early twenties, reveals a great deal about the course of development. After 1925 the cost of building permits jumped from a dollar or two to ten dollars and the submission of floor plans and two elevation drawings became mandatory. The permit record shows that 22 permits were issued in University Heights in 1927. Of the five other residential subdivisions in this planning area, only the Monte Vista Addition (platted 1926) experienced substantial development during the late twenties and early thirties.

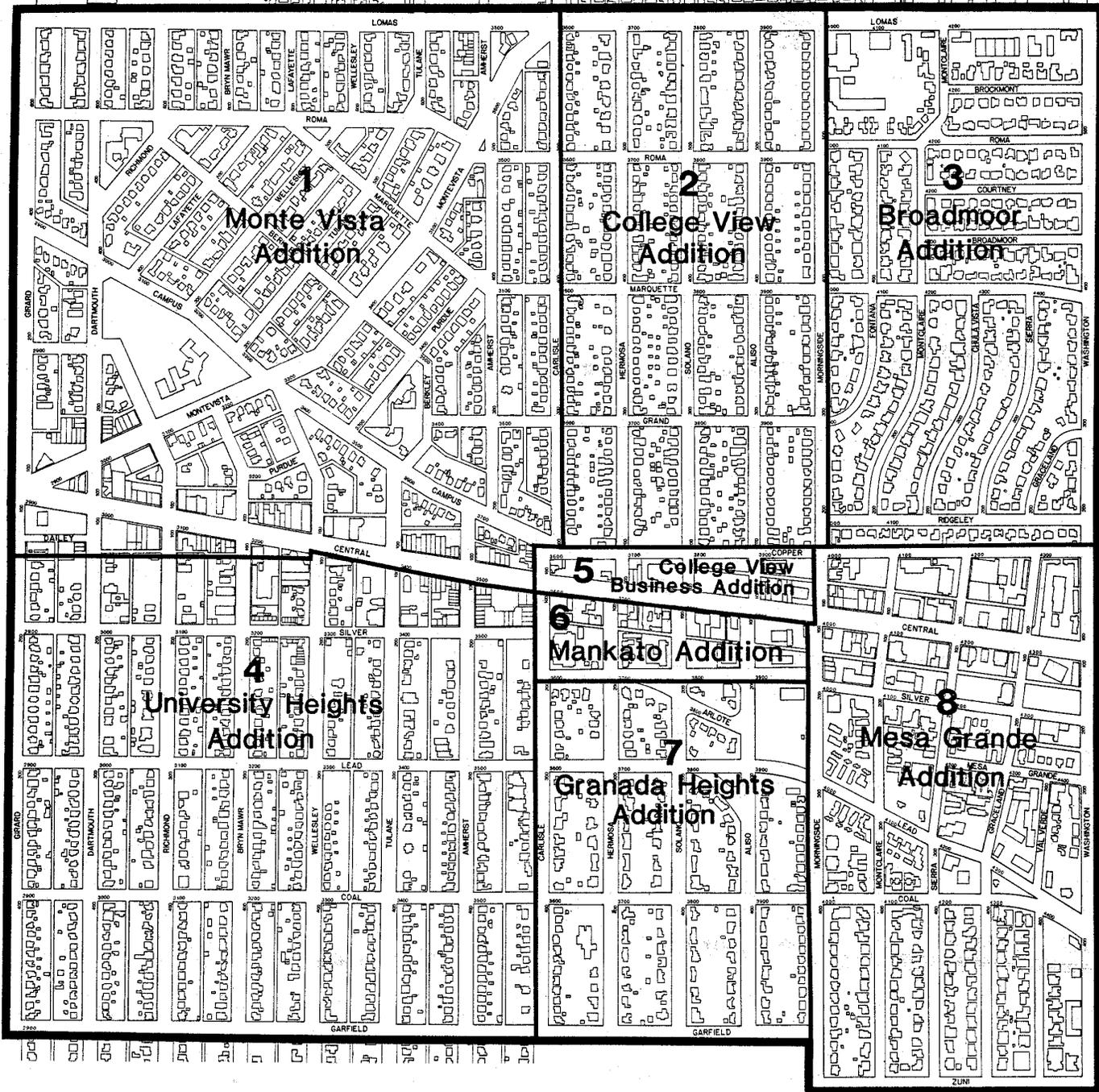
The Monte Vista Addition is notable for two contributions to land use planning in Albuquerque. First, a subdivision site plan that maximized developable land while recognizing the flood hazards and drainage problems posed by the severe slope at the southern end of the subdivision. The site plan resulted in a diversion from the typical grid pattern of nearby streets. Second, the dedication of land to the City for institutional use, in this case, to the Albuquerque Public Schools system for use as a primary school facility. Dedication of the school site enhanced the desirability of the area.

The other Nob Hill subdivisions (shown on Map 3) are: the College View Addition (platted 1926); the Granada Heights Addition (platted 1925); the Mesa Grande Addition (platted 1931); and the Broadmoor Addition (platted 1945).

With the exception of the Broadmoor Addition, the subdivisions did not develop as "tract housing" built by one developer. Rather, prospective residents purchased lots and built or hired builders to construct their homes. Contractors also purchased one or more lots in the Nob Hill area in order to attract buyers. In some cases the developer served as contractor, either on a "pre-sold" basis in which the developer contracted with the new lot owner, or on a speculative basis where the developer assumed the financial risks of the building project.

The Great Depression, had a major impact on Nob Hill residential development. From 1926 thru 1930 the number of annual building permits grew from 11 to an all time high of 87, valued in excess of \$400,000. With the arrival of the Depression, development stagnated. In 1933-34 only two permits were let in the residential area.

Relief in the form of New Deal Programs began in 1933. The Home Owners Loan Corporation financed individual indebtedness through the mechanism of federally guaranteed bonds, thus redeeming many foreclosed homes and helping to stem foreclosures on many more. Also in 1934, the Federal Housing Administration initiated their basic 203(b) home ownership program which helped to stimulate interest in the marketplace. Another stimulant to development on the East Mesa was an application made by state and local



NORTH  NOB HILL
PLATTED ADDITIONS 8/87

officials to the WPA in 1936 to build a municipal airport facility. That same year a 181 acre site between Lomas and Central and San Pedro and Louisiana was designated as the new location of the New Mexico State Fair. This location assured development of the East Mesa as City services (including streets, water mains, sanitary sewers and storm sewers) were extended to the State Fair grounds.

In a related development, a streetscape of Lombardy Poplars and Siberian Elms was planted from the University of New Mexico to Veteran's Hospital. This route (along Campus to Carlisle, then south across Central and down Ridgecrest) was landscaped as a parkway; the remaining portion along Campus, Carlisle and Ridgecrest boulevards is one of Albuquerque's historic landscapes.

With the entrance of the United States into World War II, Albuquerque assumed a pivotal role in national defense efforts. Early defense efforts formed the nucleus of the present day military-industrial complex of ordinance engineering at Kirtland Air Force Base and Sandia National Laboratory. The location of these facilities south of the Nob Hill neighborhoods again contributed to the desirability of its residential location. At the conclusion of World War II, residential activity again soared with construction values placed at nearly three quarters of a million dollars in 1949. Emphasis shifted from infill of existing areas to development of the Broadmoor Addition

In 1949 a traffic survey was undertaken which recommended that the City improve traffic flows between downtown and the growing East Mesa by creating one-way arterial system. In response to this recommendation, Lead and Coal Avenues were ultimately converted into one-ways--a change that has had a dramatic impact on the neighborhoods they bisect.

Residential development in the Nob Hill area continued through the 1950's. The Broadmoor Addition was substantially complete by the mid-fifties and the Mesa Grande Addition had experienced considerable development.

B. COMMERCIAL DEVELOPMENT HISTORY

The history of Nob Hill's commercial development, particularly Central Avenue, is closely linked with the growth of the Nob Hill residential neighborhoods. The halcyon years of historic Route 66 coincided with the period from the thirties through the fifties when Nob Hill was one of the most desirable residential areas in Albuquerque.

Central Avenue was originally named Railroad Avenue following the 1880 arrival of the railroad. The placement of the railroad offices in Albuquerque -- rather than in Bernalillo as AT&SF Railroad company officials originally intended -- guaranteed Albuquerque's future as the focal point and lifeline of the state. Some 50 years later Albuquerque's prominence as the economic and transportation center of New Mexico was ensured by the alignment of federal Highway 66. The decision to run Route 66 through Albuquerque profoundly affected the city, shifting Albuquerque's focus from the U.S. 85 north/south corridor to the east/west axis along Central Avenue.

The building permit record on Central Avenue began in 1928. From the start, Central Avenue served a dual market: commercial needs of the neighborhood and lodging needs of the traveler. With construction of East Central's first campground in 1931, the basic elements of Highway 66 roadside architecture -- the cafes, the gas stations and automotive-related concerns, the motels and their campground and auto court predecessors -- were in place.

Like residential development, commercial development on Central was interrupted by the Great Depression. Between 1932 and 1935 only two building permits were let on Central, one for a gas station and the other for a campground. In 1936 the City received a WPA grant for labor on Fire Station Number 3, the Monte Vista Fire Station. The 1940 City Directory lists ten service stations, five tourist camps or motel courts, and a number of cafes all located within the present boundaries of the Nob Hill area. Local trade was served by four grocery stores, at least one pharmacy and one dispensary, a beauty shop, a barber shop, medical offices, cleaners, a theatre and a Five & Dime store. Central and Richmond contained the only concentration of commercial activities outside downtown during this period.

The years 1942 through 1944 brought a halt to new construction activity due to the shift from economic development to the war effort. No permits were let for East Central in '42, '43, or '44. The moratorium on development that resulted from wartime restrictions on construction materials was over in 1945 and activity on Central resumed with an emphasis on additions. R.B. Waggoman's Nob Hill Business Center, one of the first automobile-oriented shopping centers west of the Mississippi, was constructed in the immediate post-war period. Activity was slow, however, until 1949, when a burst of construction activity began that continued through the next decade. During the heyday of commercial activity in Nob Hill, the Central Avenue corridor continued to serve both the resident and the traveler. Moreover, the availability of shopping facilities in the area made it unnecessary for East Mesa residents to travel downtown, thereby increasing the desirability of the Nob Hill location.

The Nob Hill commercial strip began a long period of decline in the early sixties. Development of the Winrock and Coronado shopping malls along with

construction of the interstate highway network altered growth and transportation patterns citywide and shifted commercial focus away from Route 66 and Nob Hill. The community turned to the new malls to meet many of their shopping needs while the Interstate diverted much of the traffic that once flowed on East Central. As a result, the prestige of the Nob Hill business district diminished and the area lost its former luster. Buildings deteriorated and uses changed. By the mid-seventies adult theatres featuring "soft porn" appeared in the area.

Today, the commercial corridor is experiencing a rebirth. Several positive changes have taken place, new businesses have located on Central and many buildings have been rehabilitated. Together, these changes have helped to restore vitality to the area.

C. CHARACTER OF THE BUILT ENVIRONMENT

The Nob Hill district is predominantly residential. Single family housing set in suburban-style neighborhoods dominates much of the area. Housing stock ranging from modest to elaborate, represents a variety of styles and includes a number of architecturally noteworthy structures.

The residential area offers excellent examples of both builder architecture and the Southwestern vernacular tradition. Builder-contractors were responsible for the design and construction of the majority of houses in the district. Their use of Southwest-inspired architectural styles helped establish the character of Nob Hill. The popularity of regional architectural modes is particularly important since southwestern style is one of the few indigenous regional architectural traditions in the United States.

Sloping terrain adds visual interest and charm to the area, providing topographical relief from the relative flatness of much of the East Mesa. Tijeras Arroyo once cut a diagonal path through the area, loosely following the diagonal alignment along present day Lead Avenue in the southeast, across Central Avenue near Carlisle and down Campus Boulevard toward the University. Its former path is particularly evident along Campus Boulevard and at the intersection of Campus/Copper and Carlisle. It is widely rumored that D.K.B. Sellers, developer of the University Heights Addition -- the "coming aristocratic section of Albuquerque, NM" -- was responsible for giving Nob Hill its name. The steep incline up Carlisle south of Central Avenue apparently reminded him of San Francisco's celebrated Nob Hill District.

Central Avenue bisects the Nob Hill district into two residential halves. (See Map 3) The relatively narrow commercial corridor has a distinctly different feel than the residential portions of the district. Commercial development generally followed residential development; much of the commercial building stock was constructed in the 40s and 50s during the heyday of Route 66. As a consequence, commercial architecture is largely a product of roadside architectural styles popular during the post-war period. However, some commercial buildings exhibit a commingling of regional or vernacular features with the more common streamlined style of the era.

Streetscape elements help to unify the architectural fabric of the commercial corridor, particularly in the section between Girard and Carlisle. Features such as complementary building styles and scale, consistent setbacks, small storefronts, median landscaping and interesting signage enhance the attractiveness of the corridor. Together these elements create a comfortable pedestrian environment.

Signage, another important component of the built environment, is often the dominant visual element on the Central Avenue commercial strip, particularly at night. Many of the signs are neon, a medium which is regaining popularity in the Nob Hill commercial corridor.

D. LAND USE AND CURRENT ZONING

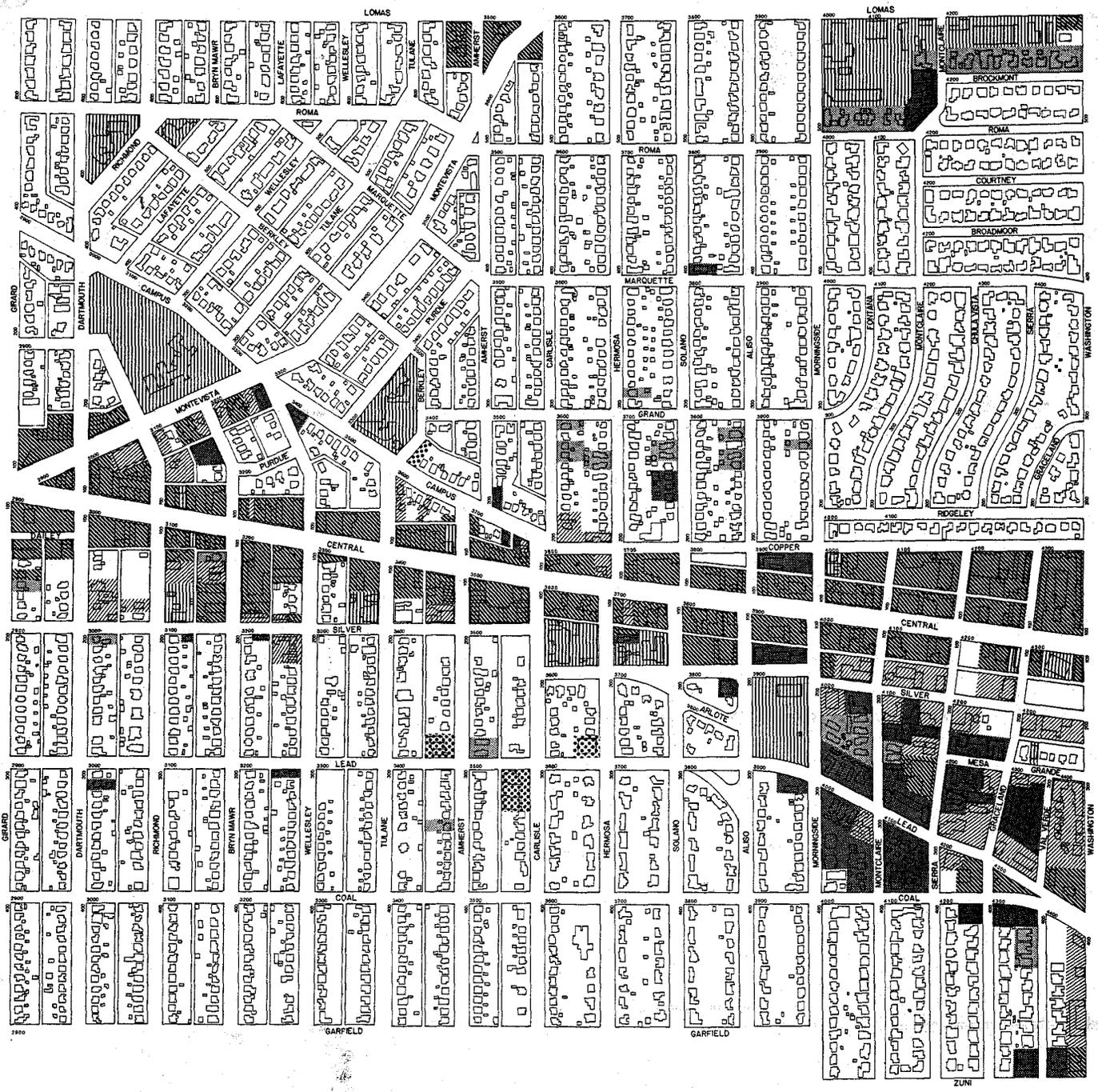
Land Use in the Nob Hill area is depicted on Map 4. Outside of the commercial corridor, land use consists mainly of single family dwellings with duplexes and townhouses interspersed. In addition, there are some low and medium density apartments within the area boundaries. The closer to Central the greater the incidence of the higher density residential uses, with the exception of the Broadmoor Addition in the northeast corner of the area where some higher density uses are found clustered near Lomas.

In the commercial corridor primary land uses are commercial and office. There are a limited number of religious and public-educational uses in the area.

Most existing zoning in the Nob Hill area dates from adoption of the 1959 Albuquerque Zoning Ordinance. Residential zoning is predominantly R-1 (single family residential) with some concentrations of R-2 (medium density residential) and R-3 (high density residential) and a small amount of R-T (residential townhouse) in the University Heights and Granada Heights Additions. (See City Zoning Code for definitions of these categories and Existing Zoning Map 7.) The Central Avenue commercial corridor is zoned C-2 (community commercial). The transition area between Central Avenue and the residential areas north of Monte Vista/Campus/Copper and south of Silver are zoned C-1 (neighborhood commercial), C-2, O-1 (office) and R-3.

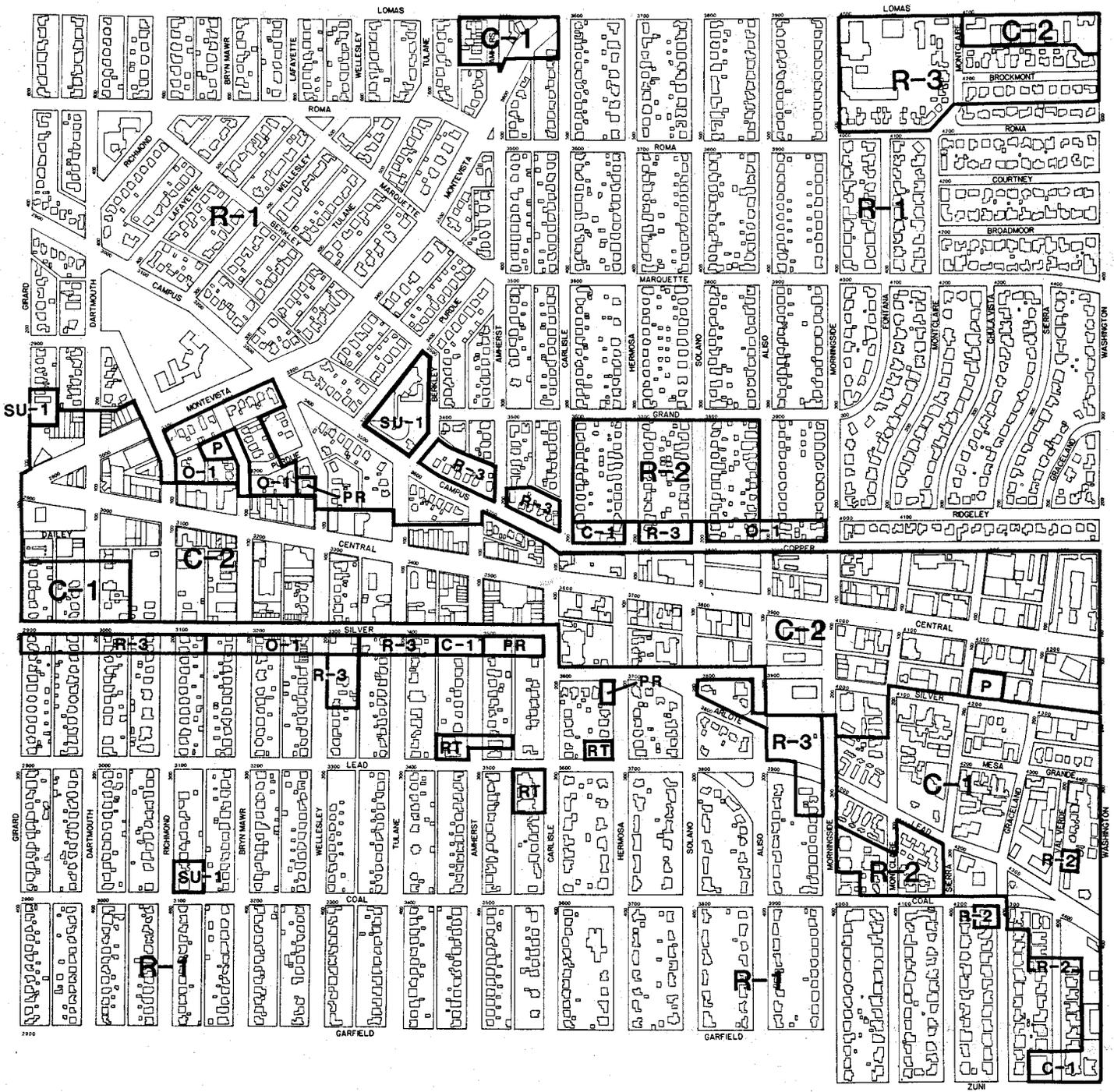
Most of the land use in the area is consistent with its zoning. There are, however, some significant exceptions to this pattern. These discrepancies are described below:

- Property zoned single family that has been converted to two or more dwelling units. This occurs most frequently in the University Heights Addition south of Central. Those single family homes which were converted prior to adoption of the zoning Code may continue as non-conforming uses for a specified period of time, usually 40 to 60 years depending on type.
- Much of the Silver corridor is built with single family detached structures though it is zoned C-1, C-2, O-1 and R-3.
- In the Mesa Grande Addition south of Central, several blocks are zoned C-1 or C-2 and built as multi-family or single family detached structures.



**NOB HILL
LAND USE** 1/85

- Single Family Detached
- Duplex
- Multi-Family
- Town House
- Commercial-Retail
- Office
- Public/Religious



NORTH
NOB HILL ZONING PRIOR TO 12/7/87

- R-1 Single Family Residential
- R-2 Low Density Residential
- R-3 Medium Density Residential
- RT Residential Townhouse
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- O-1 Office
- SU-1 Special Use
- P Parking
- PR Parking Reserved

Map 5

E. POPULATION CHARACTERISTICS

In 1980, the Nob Hill Sector Development Plan area had a population of 5456, representing approximately 2% of the City population. As indicated in Table I, the population profile of Nob Hill differs from the city population averages in two important respects. The proportion of Nob Hill residents under 18 years of age is 18% below the city average. Secondly, Nob Hill has a high percentage of residents 65 years of age and older. Approximately 8% of the city's population is 65 and over, while approximately 20% of the Nob Hill population is within this age group.

TABLE I

POPULATION CHARACTERISTICS ¹		
	<u>Nob Hill</u>	<u>City</u>
% of population 17 years & under	15.5%	33.8%
% of population 18-34 years	38.7%	33.8%
% of population 35-64 years	25.9%	29.9%
% of population 65 years and older	19.9%	8.4%

The 1980 median household income in Nob Hill was approximately \$14,000. This is somewhat lower than the \$16,500 median household income for the city. This lower than average level of income can be attributed to the large number of residents 65 year and over, and the large number of residents who are students at the neighboring University of New Mexico.

¹ Data taken from United States Department of Commerce, Bureau of the Census; from 1980 Census of Population and Housing, tapes 1 and 3, block data New Mexico

F. HOUSING CHARACTERISTICS

In 1980 there were 2693 housing units in the Nob Hill area. Approximately one-third of these units are renter occupied. Three percent of the units in Nob Hill are vacant while 7% of the housing units in the City are vacant.

TABLE II

HOUSING UNITS ²		
	<u>Nob Hill</u>	<u>City</u>
Total Housing Units	2693	132,788
Percent Owner Occupied Housing Units	60%	57%
Percent Renter Occupied Housing Units	37%	36%
Percent Vacant	3%	7%

Age of Housing

Housing in the Nob Hill area is significantly older than the city-wide average. As discussed in the Residential Development History section, most of Nob Hill's residential development occurred prior to 1960. Over one third of the present housing stock was constructed in the 1940s. In contrast, over two thirds of Albuquerque's residential units were built within the past 30 years. By the time Albuquerque's growth surged in the 1960s and 1970s, the availability of residential lots in Nob Hill had diminished considerably. Only 18% of the housing units in Nob Hill were built from 1960 to 1980.

TABLE III

AGE OF HOUSING STRUCTURES ³			
	<u>Building Period</u>	<u>Nob Hill District</u>	<u>City Total</u>
Percent of Structures Built	Pre-1940	22.2%	6.1%
Percent of Structures Built	1940-49	36.2%	9.5%
Percent of Structures Built	1950-59	23.4%	22.2%
Percent of Structures Built	1960-69	8.6%	21.1%
Percent of Structures Built	1970-74	3.4%	19.0%
Percent of Structures Built	1975-78	4.7%	16.3%
Percent of Structures Built	1979-80	1.5%	5.9%

² Data taken from United States Dept. of Commerce, Bureau of the Census; 1980 Census of Population and Housing, tapes 1 and 3, block data New Mexico

³ Nob Hill Study, February, 1985.

Building Conditions

A 1985 survey indicated that building conditions are generally good in the Nob Hill area (see Map 6). The findings reflect a pattern of regular maintenance, particularly in the residential areas.

Four categories were established to rate Nob Hill building conditions. These categories are described below:

Very Good:	Minimal or no repairs of any kind needed.
Minor Repairs:	Covered a wide range of cosmetic imperfections such as loose bricks and touch-up painting.
Major Repairs:	Major cosmetic and minor structural repairs needed.
Deficient:	Major structural repairs needed

G. CRIME

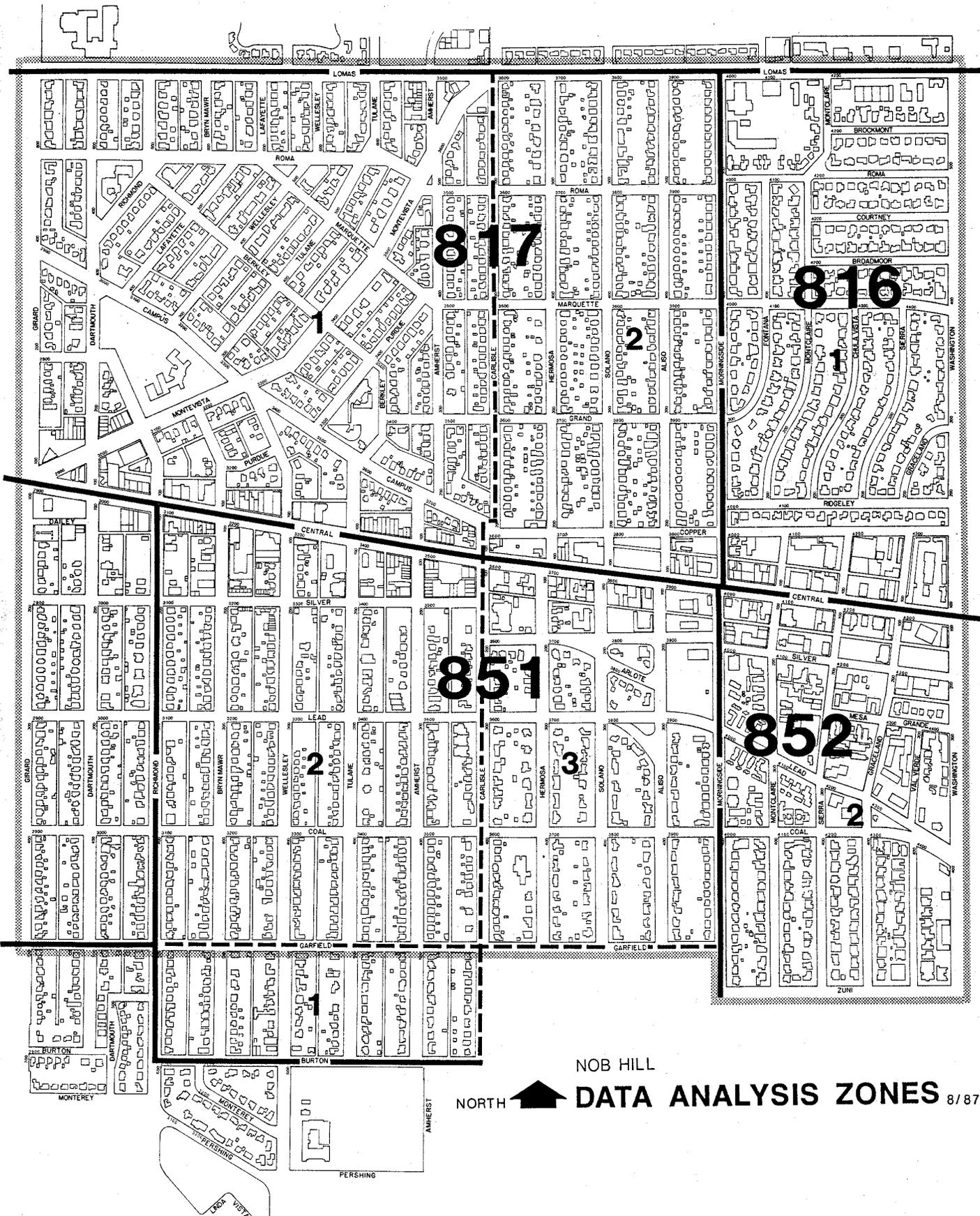
The table below contains figures for the twenty-one month period from January 1, 1983 to September 30, 1984 for the seven major categories of crime. The numbers are given both citywide and by particular Data Analysis Sub-Zones within the study area.

Crime in the Nob Hill area is about 2-4% of the citywide figures while the area constitutes approximately 2% of the city's population. Larceny was by far the most prevalent reported crime: there were nearly four times as many instances of larceny as there were burglaries, which had the second highest frequency within the study area.

According to these figures, the areas which have experienced the greatest incidence of crime are Sub-Zone 8161 and Sub-Zone 8522 (See Map 7). However, both of these sub-zones extend to San Mateo which is considerably beyond the boundaries of Nob Hill.

TABLE IV

INCIDENTS OF CRIME							
<u>January 1, 1983 - September 30, 1984</u>							
<u>Data Analysis Sub-Zones</u>	<u>Homicide</u>	<u>Rape</u>	<u>Robbery</u>	<u>Assault</u>	<u>Burglary</u>	<u>Larceny</u>	<u>Auto Theft</u>
8161	0	5	15	57	115	469	27
8171	0	1	5	6	50	170	7
8172	0	2	3	10	19	68	3
8512	0	0	6	15	49	102	4
8513	0	0	0	4	28	78	2
<u>8522</u>	0	<u>3</u>	<u>22</u>	<u>44</u>	<u>57</u>	<u>352</u>	<u>20</u>
TOTALS	0	11	51	136	318	1,239	63
% of City Total	0	3.2	3.2	.02	2.5	4.4	2.3
CITY TOTAL	38	341	1,577	6,454	12,472	27,858	2,799



NOB HILL

NORTH



DATA ANALYSIS ZONES

8/87

Map 7

H. UTILITIES

1. Water and Sewer

Although waterlines and sanitary sewerlines are adequate for the type of development currently in the Nob Hill area, many of the lines will need to be rehabilitated within the next ten years due to age and subsequent deterioration. Currently, a major water and sewer line replacement project is not programmed for the Nob Hill area, but older lines should be replaced as street improvements take place or problems arise.

2. Drainage

As shown on Map 10, a 100-year-flood zone extends from Girard to Washington and generally follows Campus/Copper, Central and Zuni. Storm sewer lines are in place throughout most of the 100 year flood boundary, the exception being Copper east of Hermosa. Water flowing on Copper is carried to the storm sewer line at Hermosa which then carries the water to the north diversion channel.

The Albuquerque Drainage System Volume II, 1980 identifies three areas in Nob Hill that are in need of drainage improvements. The three areas are described below :

Area 1. Beginning at the intersection of Copper and Hermosa; thence easterly along Lomas to Carlisle; thence southerly along Solano to Central.

Area 2. Beginning at the intersection of Lomas and Amherst; thence easterly along Lomas to Carlisle; thence southerly along Carlisle to Roma.

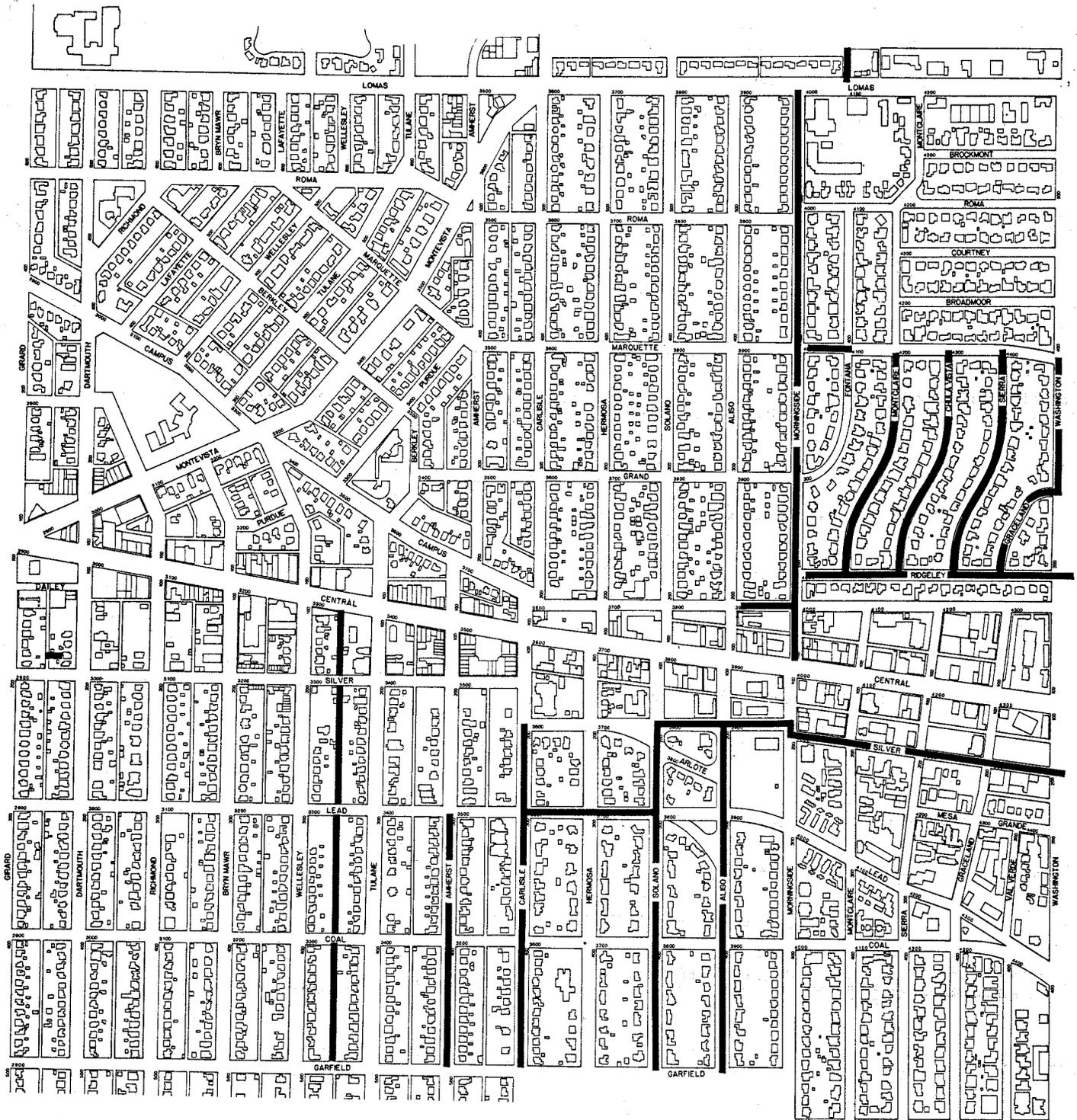
Area 3. Beginning at the intersection of Coal and Girard; thence easterly along Coal to Carlisle.

The project proposed for Area 1 is a continuation of the Highland Detention Pond improvements. Funding for this project is included in the 1989 CIP, with a start-up date of 1990.

The improvements recommended in the 1980 Albuquerque Drainage System Volume II for Areas 2 and 3 are being re-evaluated under separate study by consultants. The re-evaluation is necessary because there have been upstream improvements of the drainage system made since the completion of the 1980 study.

3. Gas

Natural gas is provided throughout the Nob Hill District by the Gas Company of New Mexico. Higher pressure lines include a 17 inch HP line on Lomas, an 8 inch HP line on Aliso, a 6 inch HP line on Garfield, and a 4 inch HP line on Washington.



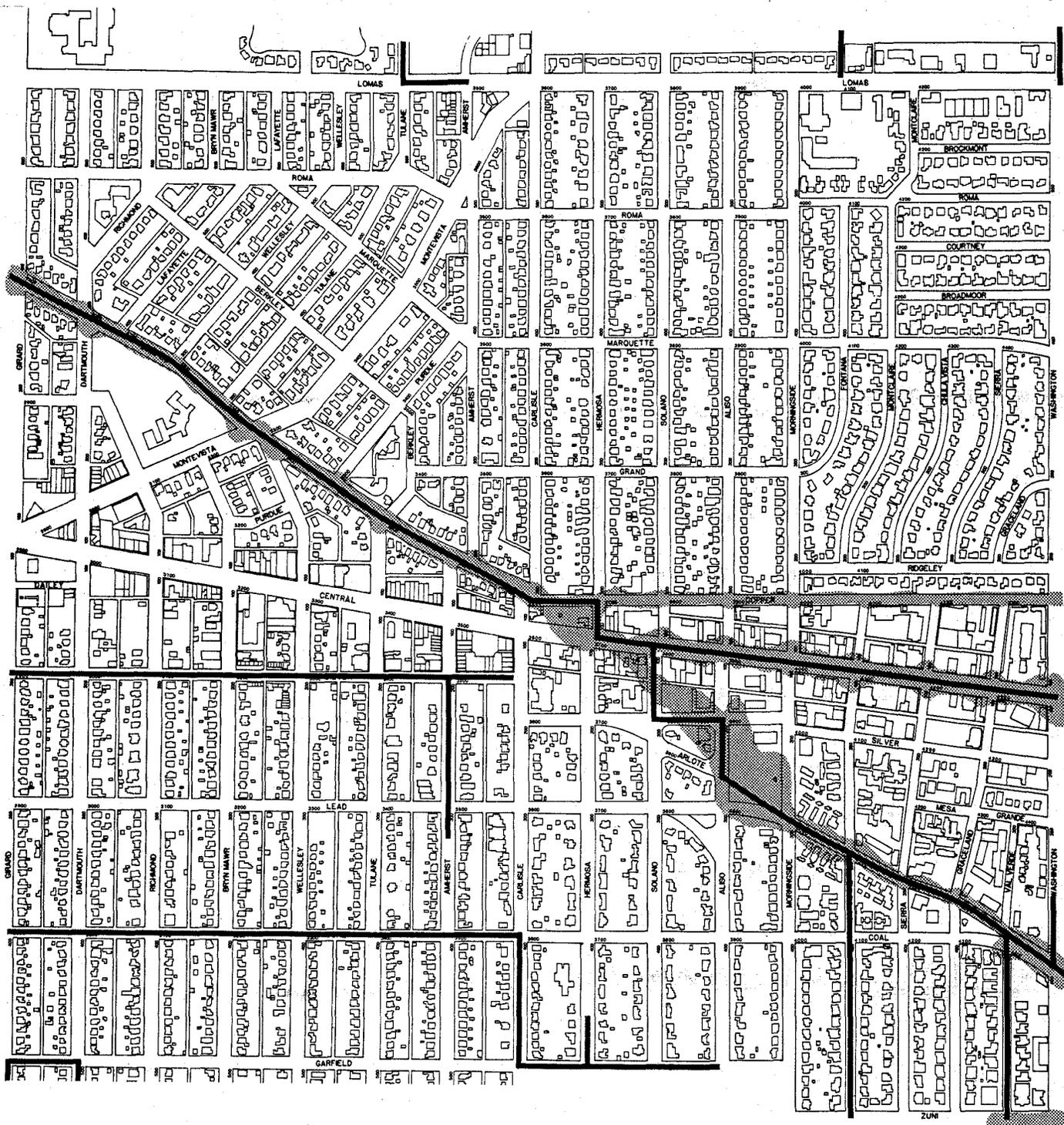
NORTH  **NOB HILL WATERLINES** 8/87

Pre-1950



NORTH  **NOB HILL
SANITARY SEWER LINES** 8/87

-  Pre-1950
-  Dates Unknown



NORTH  NOB HILL
FLOODWAY 8/87

-  100 Year Flood Boundary
-  Storm Sewer Line

4. Electricity

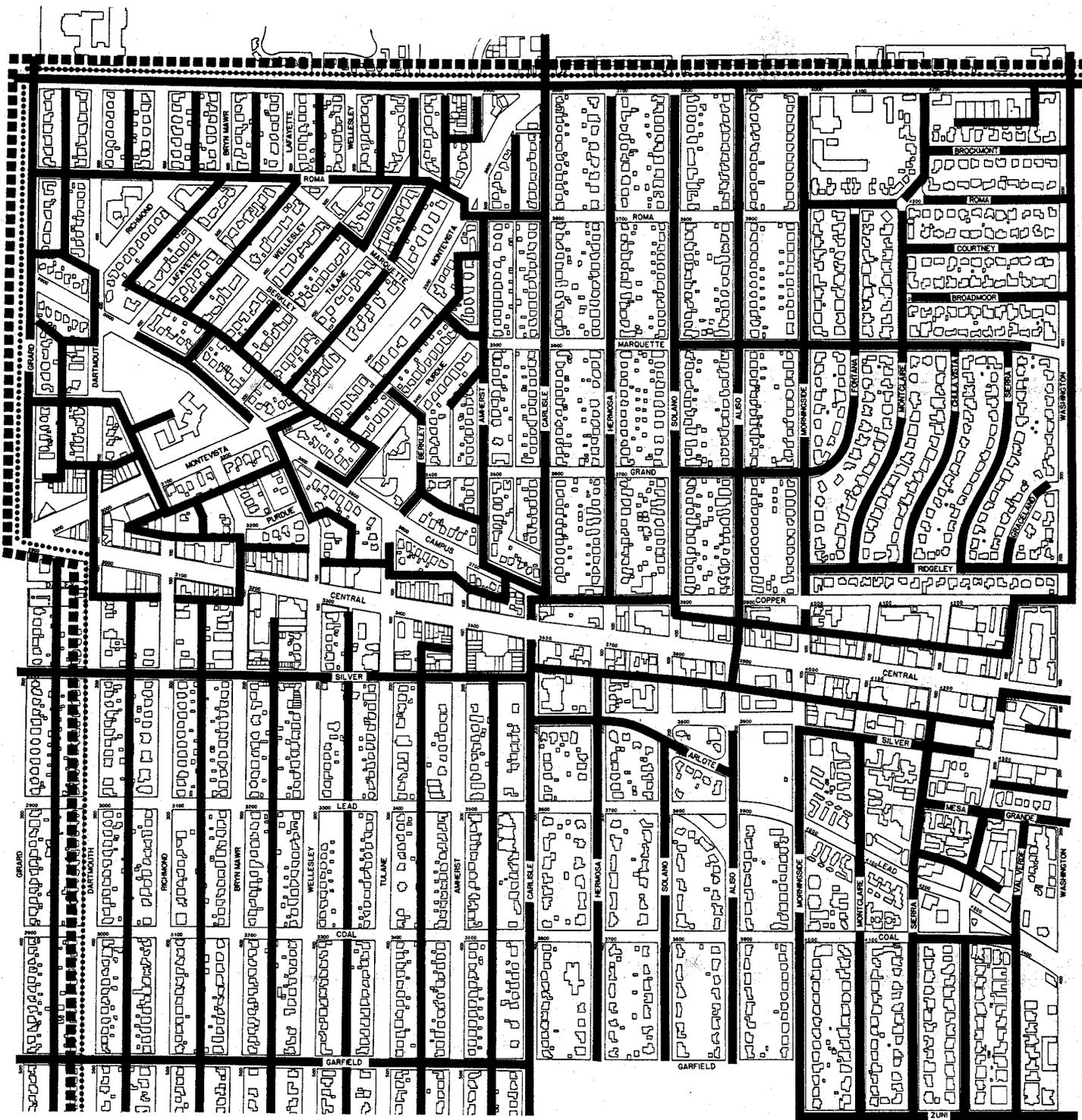
Electricity is provided by Public Service Company of New Mexico within the plan area. A 115 KV line and reconductor line extends from Garfield on the south to Lomas on the north. The lines run north on Dartmouth to Central and then continue north on Girard to Lomas and east on Lomas to Washington.

5. Telephone

The location of aerial and buried cables in Nob Hill are shown on map 12. As shown, there are few buried cables within the District. The East Main on Girard extends from Campus to Central. Underground conducts are located on Richmond, Dartmouth, Carlisle, Sierra, Washington, Central, Copper, and Lomas.

6. Cable TV

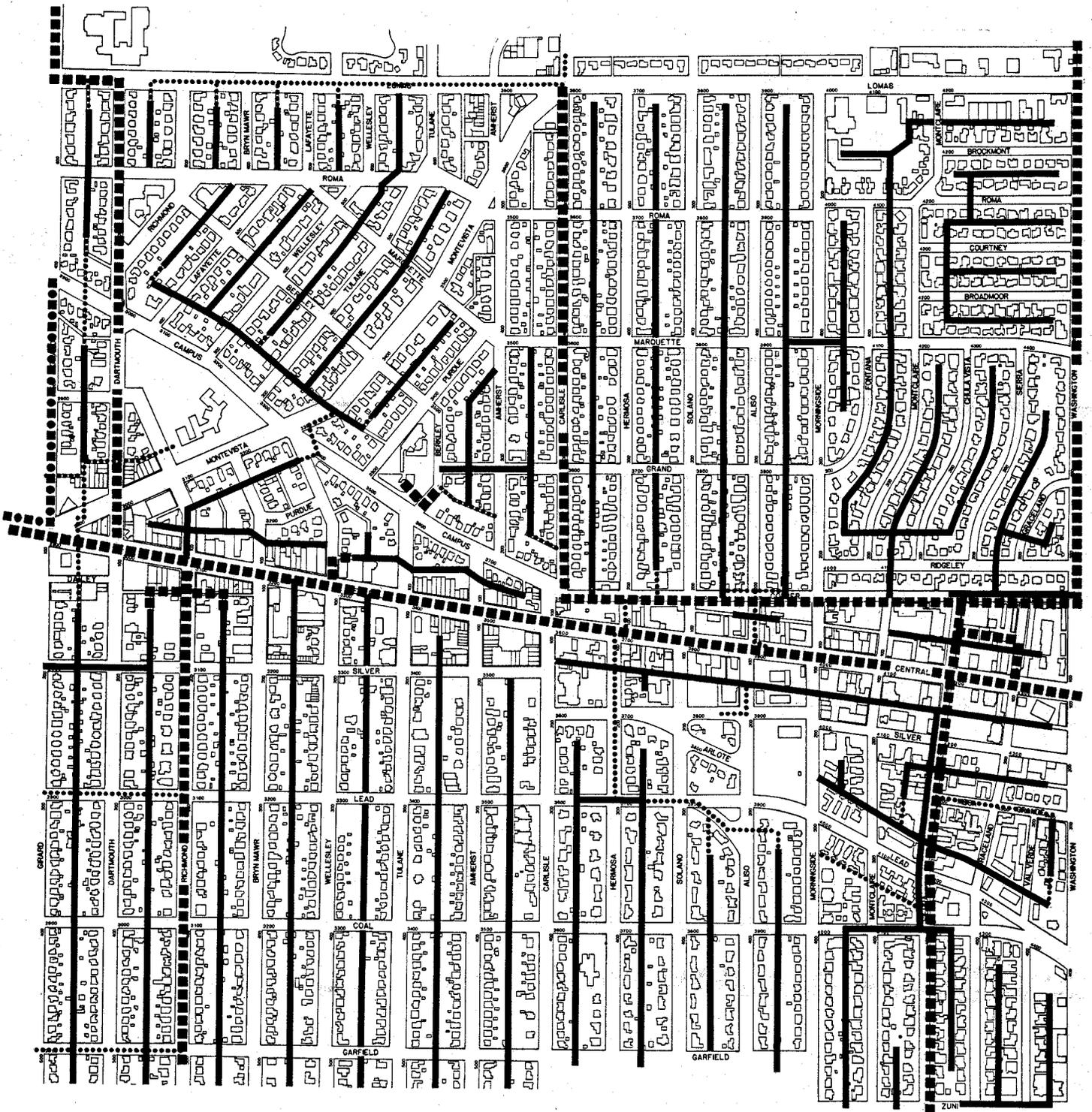
Cable TV distributor lines are shown on map 13.



NOB HILL

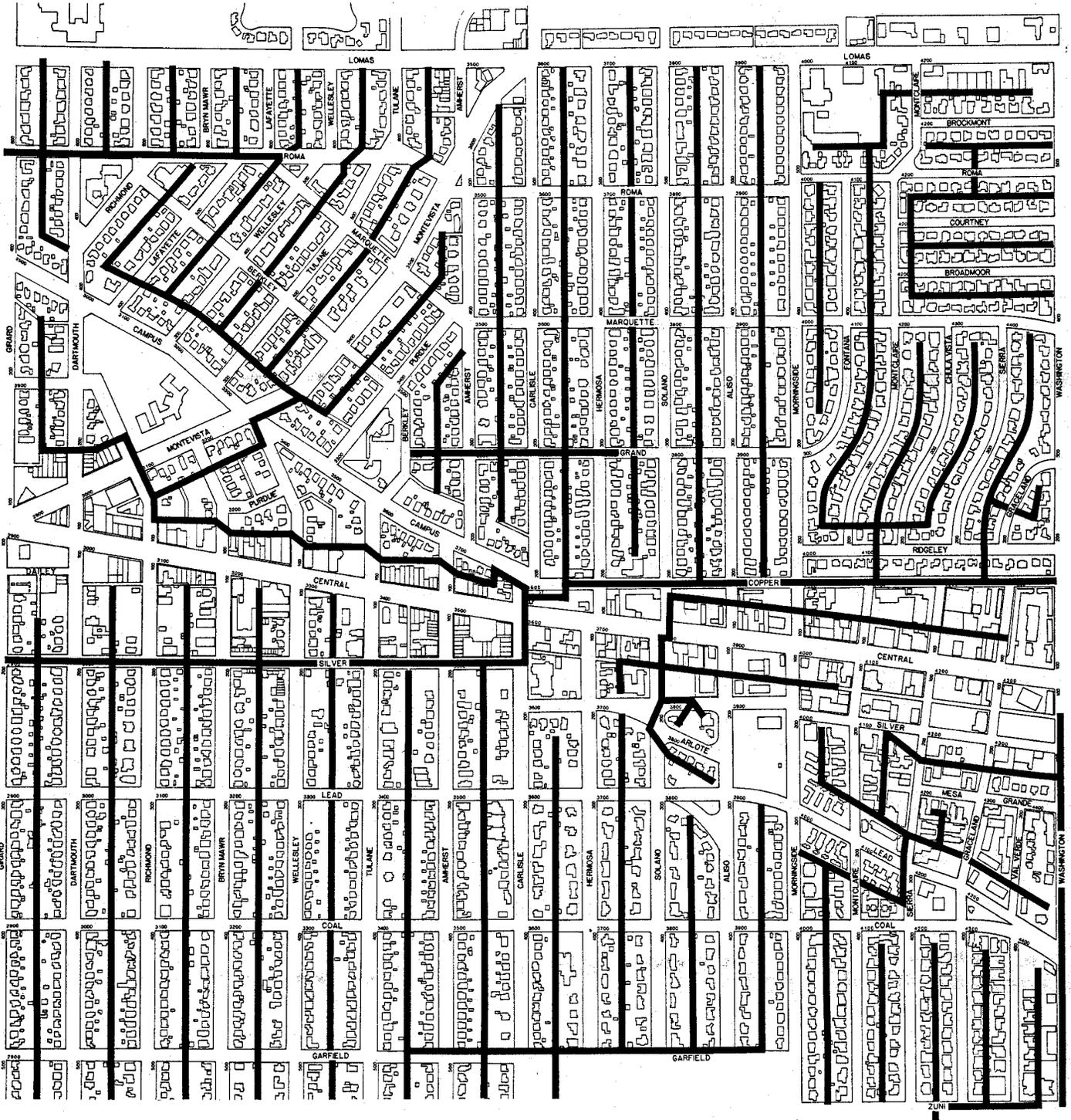
ELECTRIC/GAS LINES 8/87

- Reconductor Line
- 115 KV Single Pole
- Gas Line



NOB HILL
 NORTH  **TELEPHONE CABLES** 8/87

-  East Main
-  Aerial Cable
-  Underground Conduit
-  Buried Cable



NORTH NOB HILL
CABLE TV DISTRIBUTION 8/87
 Distribution Line

III. Plan Components

A. ZONING DISCUSSION

According to the Comprehensive Zoning Ordinance, the SU-2 Special Neighborhood Zone is appropriate where it is applied to a major segment of a neighborhood in need of zoning that ensures a desirable mixture of uses. The dual goals of neighborhood enhancement and commercial revitalization in Nob Hill require the fine-tuning offered by the SU-2 Special Neighborhood Zone. The land use categories established under the SU-2 zone reflect the development patterns in the commercial corridor and the transition areas as discussed below.

1. Central Avenue

It is important to encourage appropriate uses that contribute to a retail mix which maximizes market potential while respecting the character and commercial needs of the immediate Nob Hill neighborhood.

Many of the motels, cafes, gas stations and other automobile related concerns that once served the traveler still function in this capacity. However, there is a potential for adaptive re-use of many of the older automobile related structures. The R/UDAT (Regional/Urban Design Assistance Team) report, prepared in November 1984, recommended the development of higher density residential uses along Central. Increased residential densities in the commercial corridor and transition areas would promote Central Avenue business revitalization and enhance the pedestrian character of the area.

2. Transition Areas

Transition areas are located to the north and south of Central Avenue. These areas contain a variety of land uses including commercial, office, multi-family and single family residential. As such, the transition areas serve to buffer the residential areas from commercial activities on Central.

Within the transition areas there are several instances where land use is inconsistent with zoning. These inconsistencies are the result of the 1959 Zoning Ordinance which superimposed more intense zoning over existing single family land uses. For instance, a property may have been built as a single family dwelling although it is presently zoned and used as an office. Or, a property may have been built as a single family dwelling and used in that fashion even though it is zoned for office use. Non-residential zoning usually precludes the securing of a home mortgage loan.

In areas built with single family structures but zoned for commercial or very high density residential uses, redevelopment under existing zoning could dramatically impact the area's residential character. Rezoning these areas to permit office and light commercial use as well as medium density residential use would provide for existing uses as well as new mixed use development.

a. Northern Transition Area

The existence of office and commercial zoning in the northern transition area, which is immediately north of Central Avenue, makes retention and even expansion of office and commercial uses a reasonable objective. It is important, however, to preserve the existing structures and scale of this area. Such protection provides a reasonable buffer between the higher intensive commercial activities on Central Avenue and the single family development to the north.

The north side of the 3600 and 3700 blocks of Campus Boulevard form part of the southern edge of the Monte Vista Addition. These blocks are zoned R-3 yet built mostly as single family (see Maps 4 and 5). In order to provide a buffer between commercial and low-density residential development and to provide for consistency in land use and zoning, a change of zoning is appropriate.

The area north of Copper and east of Carlisle is zoned R-2 with small segments of C-1, R-3, and O-1 zoning along Copper. The R-2 area has developed with single family dwellings with some duplexes interspersed. The C-1 area does have C-1 uses and the R-3 zoned block has higher density residential uses. The O-1 blocks are strictly residential. Again, zone changes are necessary in order to provide for consistency between land use and zoning.

b. Southern Transition Area

Silver Avenue provides a buffer between the Central Avenue commercial activities to the north and the single family residential neighborhood to the south and east to Aliso. Land uses in this buffer area consist of single family, office and multi-family development. As a buffer between residential and commercial areas, this transition area can support a combination of residential and office uses. As in the northern transition area, retention of the existing scale will ensure that adequate buffering is maintained.

In the southeast section of the Nob Hill district between Silver and Coal, and along Washington, the area is zoned C-1; however, much of the development is multi-family or office. The majority of single family structures, except for those located on Mesa Grande, have been converted to office use. This part of Nob Hill is the only section of the neighborhood which contains a concentration of higher density residential development. Therefore, a zoning category which reflects this pattern of development should be instituted.

Areas not within the designated SU-2 area will continue to be governed by the zoning in the Comprehensive Zoning Code. As shown on Map 14, there are only three zone changes proposed outside of the SU-2 area. The area between Solano and Morningside south of Silver is proposed to be changed from R-3 to R-2. The proposed zoning reflects the current land use which includes low density apartments and a park. The area east of Morningside both south and north of Lead is proposed to be changed from C-1 to R-2. This also reflects the current land use on the property.

The area east of Montclair and north of Brockmont is proposed to be changed from R-3 to R-2. This zone change is appropriate since the block is developed with duplexes. The change immediately to the south also reflects existing land use. The block is developed with single family dwellings, but zoned R-3. The proposed R-1 zoning is more appropriate for this block.

In addition, churches will be zoned SU-1 for church and related uses, as provided in the Comprehensive Zoning Code.

A legal base map identifying lots where zone changes are proposed is provided in Appendix D.

B. PROPOSED ZONING

With the adoption of this Plan, a portion of the Nob Hill area is zoned SU-2 Special Neighborhood Zone. Categories established under the SU-2 zone are tailored to reflect the development patterns in the neighborhood areas. Areas not within the designated SU-2 Area are governed by the regular zoning definitions in the Zoning Code.

1. The MR Mixed Residential land use category corresponds to the RT Zone in the Zoning Code with the following exceptions:
 - A. Conditional Uses:
 1. Uses listed as permissive in the R-2 Zone.
 2. Existing non-conforming uses are to be treated as approved conditional uses.
 - B. No more than two parking spaces shall be allowed in the 15 foot front yard setback of any premises, in addition to a driveway. The remaining front yard setback shall be landscaped.
2. The OR Office/Residential land use category corresponds to the R-2 Zone for residential uses and the O-1 Zone for non-residential uses.
 - A. Conditional Uses:
 1. Uses listed as permissive in the R-C Zone; floor area requirements do not apply.
 2. Existing non-conforming uses are to be treated as approved conditional uses.
 - B. Front yard setback shall not be less than 15 feet.
 - C. No more than two parking spaces shall be allowed in the 15 foot front yard setback of any premises, in addition to a driveway.
3. The CCR Community Commercial/Residential land use category corresponds to the R-3 Zone for residential uses and the C-2 Zone for non-residential uses with the following exceptions:
 - A. Alcoholic beverage sales for off-premise consumption are not allowed.

B. Signs:

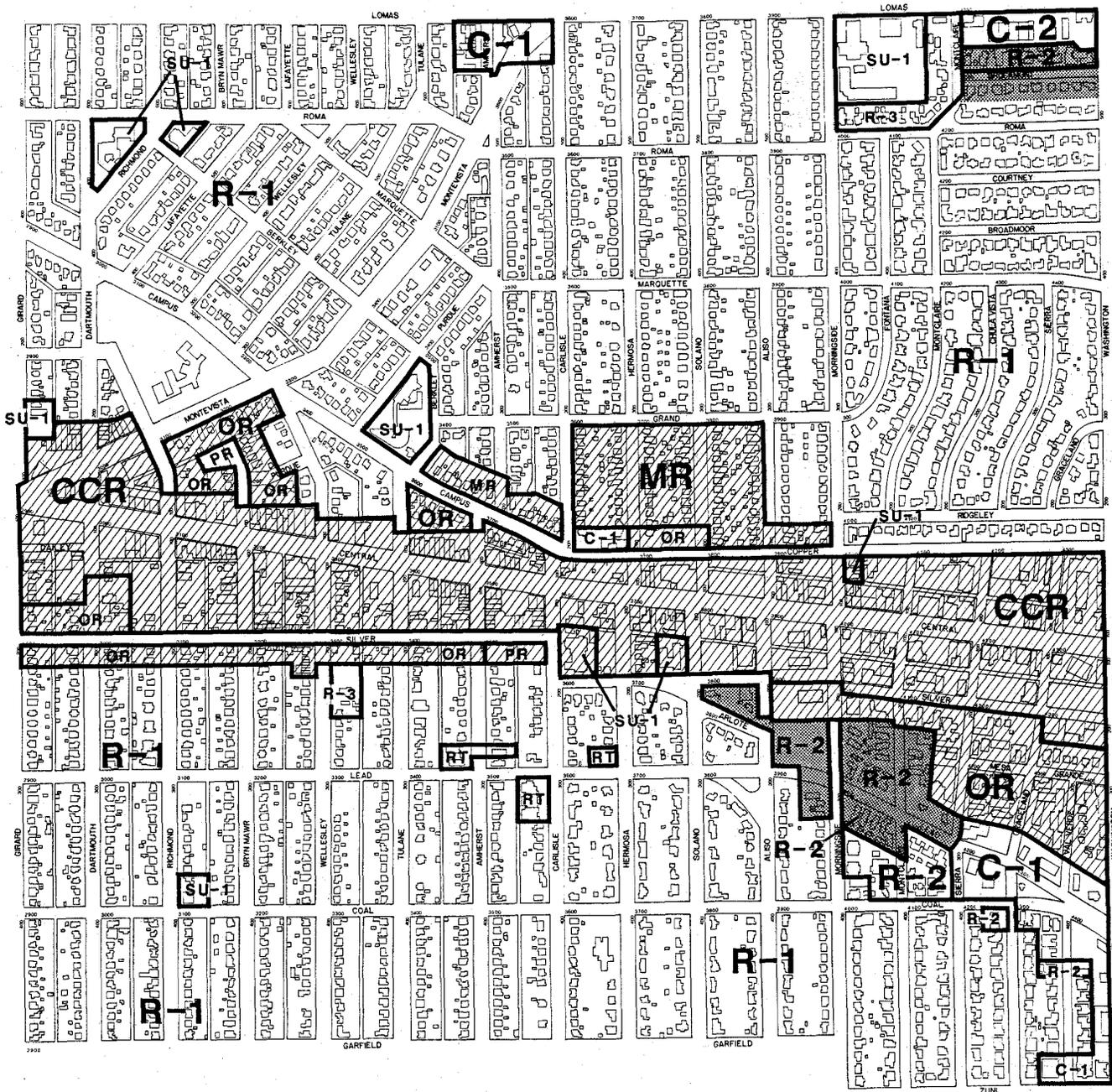
1. One projecting sign, not to project more than 30", may be allowed for each business provided:
 - a) such sign is separated by at least 25' from any other projecting sign and,
 - b) there is not another sign for the same business on the premise.
 - c) Sign heights shall not exceed 5 feet above the height of a building.
2. Wall signs shall not exceed 20% of a building fronts facade area.
3. Illumination, motion. In addition to all other regulations in Section 40 E of the Zoning Code, change of illumination may produce apparent motion of the visual image on signs.

C. Setbacks: There shall be no side and front yard setback for properties abutting Central Avenue. However, where required clear sight triangles must be provided.

D. Off-Street Parking: Off-street parking shall be as provided in Section 40.A. of the Zoning Code with the following exceptions:

1. A variance of more than 10% from the off-street parking required in Section 40.A. shall be appropriate for retail, restaurant or theater uses which meet the following criteria:
 - a. The particular use will substantially benefit the neighborhood by providing often used neighborhood oriented retail, restaurant or theatre services.
 - b. The developer has made every possible effort to provide the normal amount of parking on the property short of taking an existing building out of retail or service use.
2. Off-street parking shall not be adjacent to Central Avenue.

NOTE: "Adult" businesses are regulated by the applicable provisions of the Zoning Code, including the distance requirements of the C-2 zone.



NOB HILL



CURRENT ZONING

EFFECTIVE 12/7/87

- | | | |
|--|--|--------------------------------------|
| R-1 Single Family Residential | | SU-2 (Special Neighborhood Zone) |
| R-2 Low Density Residential | | MR Mixed Residential |
| R-3 Medium Density Residential | | OR Office Residential |
| RT Residential Townhouse | | CCR Community Commercial Residential |
| C-1 Neighborhood Commercial | | Regular Zone Changes |
| C-2 Community Commercial | | |
| PR Parking Reserve | | |
| SU-1 Special Use (for Church and related uses) | | |

C. URBAN DESIGN, PARKS AND LANDSCAPING

1. Framework for Design Guidelines

The focus of urban design within the Nob Hill area is on Central Avenue and the transition areas surrounding the commercial corridor. The Nob Hill Study documents and analyzes the special character of the entire area's built environment. (See Nob Hill Study "Character of Built Environment".) Appendix A. describes design features of the designated subareas.

A mixture of styles, including the Streamlined Modern and the Albuquerque Commercial Vernacular, are found on Central. The regional styles have also had an influence on Central Avenue. In the transition areas, where much of the development is single family, the southwestern revival styles dominate.

The form of structures in the commercial corridor contributes to the story of Central Avenue's built environment. The different structural forms provide a key to each building's original use during the heyday of roadside architecture. The different types of structures -- storefront row, drive-in/setback and stand-alone -- are quite distinct and provide variety in Central's visual vocabulary. The character of the area is special due to more than the architecture of individual buildings; the different building forms work together to create a pleasing and cohesive environment.

The special character of the Central Avenue commercial corridor and transition areas should be acknowledged and enhanced, recognizing the pedestrian orientation and the human scale of the the environment as well as the contribution of roadside architecture to the district.

Recommendations:

1. Nob Hill Main Street Inc. should encourage and assist owners in meeting Nob Hill Main Street Inc. design guidelines created for the Central commercial corridor. Owners who apply for and receive financial assistance for rehabilitation of properties through the Main Street Program should be required to follow the guidelines (See Appendix B).

2. Area Focal Points

a. Central/Campus/Copper/Carlisle Intersections

The intersection of Central and Carlisle is important to Nob Hill. Within the old Tijeras Arroyo at the Central/Campus/Copper/Carlisle intersection, the terrain rises sharply up to the hill for which the area was named. The southwest corner of the intersection of Central and Carlisle is the location of the Nob Hill Business Center, one of the first automobile oriented shopping centers built west of the Mississippi. The three other corners of this intersection also contain automobile-oriented examples of re-used roadside architecture; specifically, three remodeled gas stations. The unification of these corners with a gateway treatment, following the suggestion by the Regional Urban Design Assistance Team (R/UDAT), would tie together the automobile theme that is the essence of Route 66 and acknowledge the special nature of the Nob Hill neighborhoods.

b. Central, Girard and Monte Vista Intersection

The five-way intersection of Central, Girard and Monte Vista is one of Albuquerque's major crossroads. The character of the five-way intersection, with its view to the east of the mountains, and its location adjacent to the University of New Mexico Campus makes it one of the city's major urban design opportunities. Redevelopment of the adjacent businesses could involve landscaping and urban design improvements to create a pedestrian oriented node of commercial activity. Because of heavy pedestrian traffic at this intersection, special consideration must be given to safety.

Recommendations:

1. The Public Works Department, the Parks and Recreation Department and Nob Hill Main Street Inc. should work to create a small beautification area or landscaped focal point at the intersection of Campus/Copper and Carlisle. Design should take into account or include:
 - a. safety factors involving visibility for both vehicular and pedestrian traffic.
 - b. street furniture.
 - c. representational sculpture appropriate for the location.
 - d. handicapped access.
2. As part of its Redevelopment efforts, Nob Hill Main Street Inc. should develop a beautification program for the intersections of Central, Girard, Monte Vista and Central, Carlisle.

3. Street and Alley Landscaping

a. Monte Vista

Monte Vista is anchored at both the Lomas and the Central ends by nodes of commercial activity. The street could be enhanced visually and with respect to safety through the installation of landscaping and pedestrian and bicycle improvements.

At the corner of Amherst, Monte Vista and Roma there is a small triangular area that provides a landscaping opportunity. Efforts are underway to implement the "adopt a park" program for this space.

b. Lomas Corridor

Lomas is a heavily traveled thoroughfare that deserves landscaping treatment. The northern side of the street consists of an unfinished wall. Responsibility for the upkeep of the wall, which separates the street from residences, rests with the adjacent property owners. Discussions for treatment of the wall would have to involve those residents. This could be appropriately carried out through a neighborhood initiated effort at beautification of Lomas Boulevard including landscaping in the right-of-way.

c. Lead and Coal Avenues

Landscaping is one element of the proposed treatment of the Lead and Coal arterials which is outlined in the Circulation Section of this Plan. Landscaping would help buffer the streets from adjacent residences. The available right-of-way widths that might be used for landscaping range from zero feet to 22 feet on Lead and zero feet to 16 feet on Coal. Existing sidewalks have been subtracted from the number of feet available for landscaping. (See Appendix E). Attention should be given to maintaining visibility at intersections. Improvements to the pedestrian paths across and adjacent to Lead and Coal are also outlined in the Circulation Section. Landscaping improvements will have to be coordinated with other plans for traffic and pedestrian treatment.

d. Campus Boulevard

As mentioned in the Area History section, Campus Boulevard makes up part of a historic parkway extending from the University of New Mexico to Veteran's Hospital. Today the street forms an informal northern edge to the commercial corridor along Central Avenue. As in the case of Lead and Coal Avenues, street tree placement and other landscaping improvements should be planned in connection with physical improvements to the street. Replacement of street trees might be accomplished through a coordinated effort between property owners and the City.

e. Alleys

Alleys in the commercial corridor are generally unpaved and unattractive. In the commercial alleys, paving might be considered. Consideration should be given to traffic flow, service vehicle access and security. One-way alleys could improve traffic flow and better accommodate off-street parking in the rear of properties along Central.

Recommendations:

1. The Public Works and Parks and Recreation Departments should consider landscaping Lead and Coal through the Nob Hill area, (See Circulation Recommendation). The landscaping treatment should include:
 - a. a planting pattern that will not disturb visibility at intersections.
 - b. native and naturalized vegetation in the right of way.

2. The neighborhood associations with assistance from the Parks and Recreation Department should encourage private property improvements and cooperate with other community groups to identify and plan possible landscaping projects for residential and transitional areas in Nob Hill including Campus Boulevard street trees and the Lomas streetwall improvements.
3. Nob Hill Main Street Inc. and commercial property owners should develop an alley improvement program for selected alleys in the commercial corridor.
4. The Public Works Department should undertake a traffic analysis study to address the effects of one-way alleys in the commercial corridor to better accommodate access to off-street parking at the rear of properties along Central.
5. The Public Works Department and the Parks and Recreation Department should install and landscape medians and improve signage and crosswalks on Monte Vista between Campus and Marquette to improve safety conditions for pedestrians and bicyclists.

4. Parks

Parks and recreational facilities in the Plan area are limited. The scarcity of parks is attributable to the fact that the Nob Hill area was platted and largely developed prior to the 1949 passage of the Park Ordinance. The tennis court at the southeast corner of Lead and Wellesley is the only developed recreational facility in the area.

Morningside Park is located between Aliso and Morningside on the southern half of the block bordering Lead Ave. Its location on Lead currently limits possible uses. Landscaping and/or fencing to physically separate the park from the street would improve the park's appeal for families with children. The addition of a play area within the park would also improve the park's appeal for families with children. However, a play area is only appropriate if a traffic signal is placed at Morningside and Lead.

Three public schools that serve the area, Monte Vista and Bandelier Elementary Schools and Jefferson Junior High School, are all located on large but underutilized properties which could accommodate more recreational equipment appropriate for an active park. The community could benefit from improved landscaping to schoolyard edges and from additional open space within the neighborhoods. Specifically, improvements at Monte Vista and Bandelier Elementary Schools would greatly enhance the appearance of the neighborhoods and provide needed open space for surrounding residents.

Recommendations:

1. The Parks and Recreation Department in coordination with the Nob Hill neighborhoods should improve existing parks and recreational facilities including:
 - a. Landscaping and maintaining the triangular space at Amherst and Monte Vista.
 - b. Addition of landscaping and possibly a play area on the southern edge of Morningside Park to improve the appearance and safety of the facility.
2. The Parks and Recreation Department and residents in the vicinity of Monte Vista and Bandelier Elementary Schools should seek an agreement with the school to landscape and provide for neighborhood use of the school yards.

D. NEIGHBORHOOD IMPROVEMENTS

1. Lighting

The need for improved street lighting was identified in the Nob Hill Study as a major concern of survey respondents. Street lighting has an impact on both traffic safety and neighborhood security. The Public Works Department has responsibility for street lights. They are put in place by the Public Service Company of New Mexico and then the City is charged a monthly fee for electricity.

Placement of new lights at mid-block locations requires permission from adjacent property owners and review and approval by Public Works. Residents may want to experiment with alternatives to large scale street lights such as smaller light poles in front yards close to the sidewalk or simply regular use of porch lights.

2. Animal Control

The Nob Hill survey identified stray animals as a problem in the area. The City Animal Control Division can provide assistance to residents through public education programs available to neighborhood associations and residents. Violations can be reported to the Animal Control Division during the hours of 6:00 a.m. and 9:00 p.m. on all matters regarding animal control.

Recommendations:

1. The Division of Neighborhood Services should provide technical assistance to the neighborhood associations in programs such as:
 - a. Instituting a "Light Up Your Street" program to promote installation of porch lights or small pole lights in the front yard.
 - b. Instituting a "pet awareness" program to provide distribution of animal control information to residents by the area neighborhood associations
2. Neighborhood associations, through requests from property owners, should seek to increase the number of lights at mid-block locations in the neighborhood.

E. CRIME PREVENTION

An increased sense of community can help reduce crime. Block watch programs help create increased neighborhood responsibility and awareness. Burglaries can be reduced by increasing alley surveillance and/or limiting access to them.

Increased communication with the Police Department can benefit the neighborhood. Residents may hesitate to call and report minor crimes but City allocation of manpower is determined by the number of calls.

Providing the manpower for foot patrols in the area would also increase the visibility of police. The Police Department feels that the car patrols are more effective in patrolling a larger area more quickly but this consideration might be weighed against the gain in improved police relations with the community. One possibility for foot patrols might be use of "park aids" or uniformed unarmed trainees to walk the area and enforce parking regulations.

Recommendations:

1. The neighborhood associations with technical assistance from the Division of Neighborhood Services and the Police Department should reactivate Neighborhood Watch Programs. Such watch programs may involve:
 - a. Implementing an education program.
 - b. Displaying neighborhood watch signs in prominent locations throughout the area.
2. The Police Department should increase their visibility in the area through increased patrols and participation in neighborhood association functions.
3. The Police Department should consider institution of a foot patrol in the commercial area.

F. CIRCULATION

1. Internal Circulation

The street corridors parallel to Central, Silver on the south and Campus, and Copper on the north, serve both the commercial district and the neighborhoods. They currently have substantial automobile, bicycle, and pedestrian activity as well as parking within a 32' paved area. They are a convenient, though not necessarily safe, route for traffic from within and outside the neighborhood. Success of the revitalization in Nob Hill lies in use and treatment of these linkage streets. Streets in the corridor with a 60' right-of-way could be used to better accommodate traffic.

Pedestrian and bicyclists have difficulty crossing Carlisle. Public Works can review the timing of lights in the vicinity to possibly create some traffic "gaps" for internal neighborhood circulation.

Recommendations:

1. The Public Works Department should review the timing of lights to increase the safety of pedestrian and cyclist crossings.
2. The Public Works Department should explore measures to improve safety for pedestrians and cyclists on Campus/Copper and Silver.

2. Lead and Coal

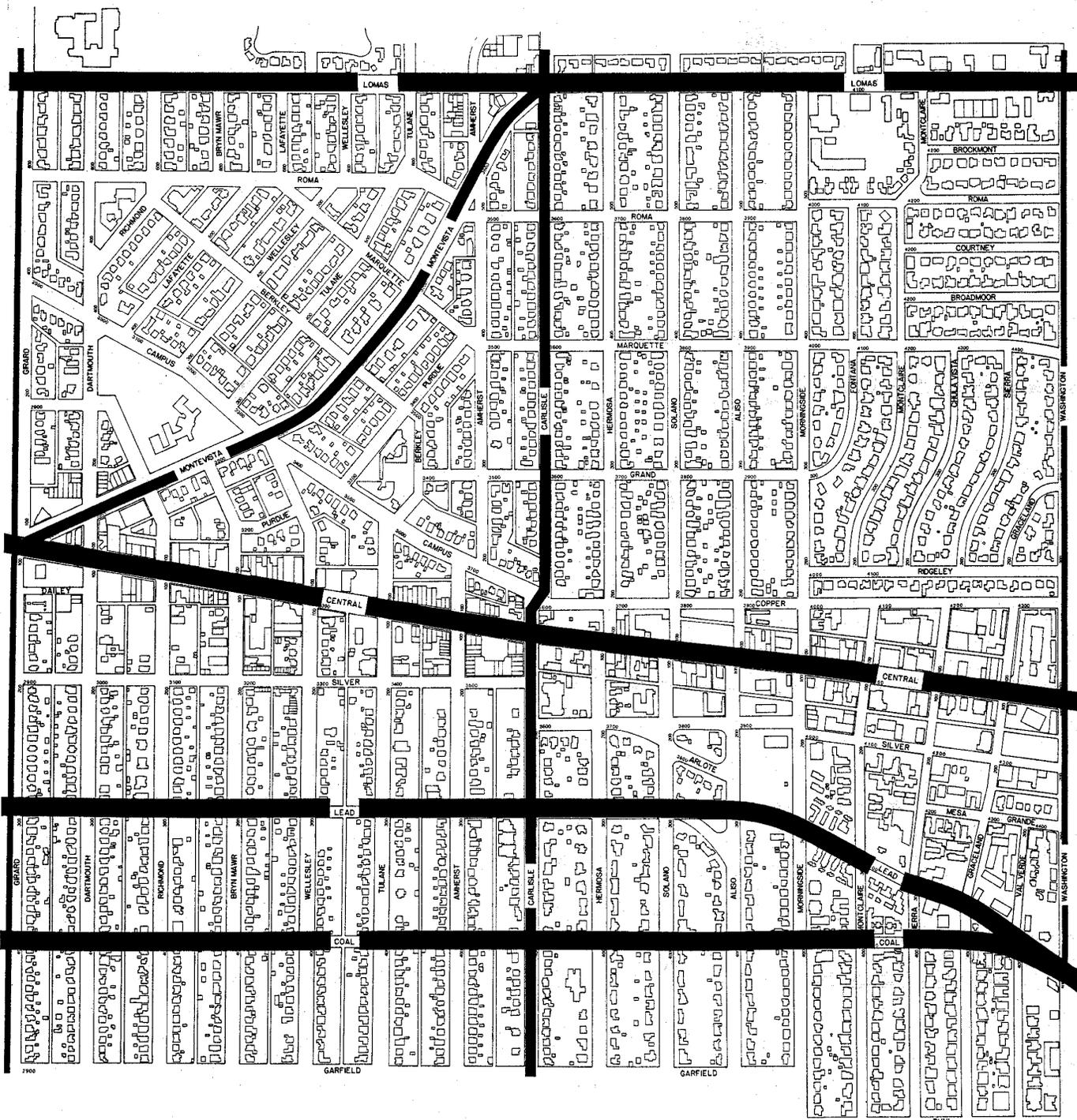
The Long Range Major Street Plan (Map 15) identifies four major arterials, two minor arterials, and two collectors in the Nob Hill area. The major arterials are: Lomas, Central, Lead and Coal. The minor arterials are Carlisle and Monte Vista. The collector streets are Girard and Washington.

Presently, the average daily traffic volume on Lead and Coal is 13,000 to 14,000 vehicles each or 26,000-28,000 total. Projections from the south Urban area Traffic Forecast, Year 2010, prepared by the Middle Rio Grande Council of Governments, predict a total daily increase of 10,000-12,000 vehicles on Lead and Coal.

These one way arterials, part of Albuquerque's Long Range Street Plan, serve the entire community by providing a direct route to and from the Downtown. The arterials bisect several neighborhoods, including the Nob Hill neighborhood, adding to pollution, noise and safety hazards. The improvement of the arterials including a unified landscape design, slower traffic and possibly visual and noise buffering for the properties immediately adjacent to the streets might improve the neighborhoods bisected by them.

Recommendations:

1. The Public Works Department with assistance and support from the neighborhood associations should undertake a traffic analysis study to determine the impact of placing signals on Lead and Coal Boulevards at the intersections of Morningside, Wellesley, and Richmond.



NOB HILL

NORTH **LONG RANGE MAJOR STREET PLAN** 8/87

- Principal Arterial
- Minor Arterial
- Collector

SOURCE: 1986 Long Range Major Street Plan for the Albuquerque
Urban Area Middle Rio Grande Council of Governments

Map 15

2. A study of the options and possibilities for transforming Lead and Coal into a landscaped arterial system should be undertaken by the Public Works Department. The feasibility of the following should be included:
 - a. Reduction of the speed limit to 30 m.p.h.
 - b. Provision of landscaping within the right-of-ways (See Landscaping Recommendations).
 - c. Provision of noise buffering for adjacent residences.

3. Bike Routes

At the present time, Campus, Purdue and Marquette are designated bike routes in the northern Nob Hill neighborhoods. Silver is the designated bike route in the southern neighborhood. It extends south on Washington to Buena Vista. There are two bike routes proposed that will go through the Nob Hill area, Wellesley south of Monte Vista, and Washington from Constitution to Lead. The Washington bike route will turn west on Lead to Val Verde and then turn south on Val Verde to Ridgecrest. According to the survey of Nob Hill residents, many people in the area bike to and from the commercial areas.

Recommendations:

1. The Bikeways Committee and the Public Works Department should enhance the Bicycle Network in Nob Hill through possible separation of bicycle and automobile traffic.
2. The Public Works Department should install additional signs designed to convey the existence and location of the bikeways.

4. Residential Traffic

The negative influence of heavy traffic in neighborhood areas has long been a transportation planning issue. In the Nob Hill area, as in the University area to the west, the neighborhood has identified a problem in the amount of crossover traffic from Lead and Coal to the Central commercial corridor. Other communities have successfully limited access to residential areas through use of diagonal diverters that prevent short-cutting through residential neighborhoods. As a first step in the process of controlling heavy traffic in residential areas the problem must be demonstrated and quantified. Detailed traffic counts that include documentation of the destination of cars passing through the area must be gathered.

Recommendation:

1. The neighborhood associations with assistance from the Public Works Department and the Division of Neighborhood Services should assess the need for measures to control through traffic in residential areas. The following locations might be considered for placement of semi-diverters or other control measures: Girard and Roma, Lomas and Dartmouth, Copper and Hermosa, Copper and Solano, Copper and Aliso.

5. Parking

a. Residential

Residential areas that border commercial or institutional facilities frequently have a problem of "spillover" parking. Non-residents park on streets in the vicinity of where they have business and thus create a shortage of parking for those who live there. This has been a problem in the University area.. Permit parking which limits "overflow" commercial parking in residential areas has been instituted in other areas of the city. A permit system involves issuing stickers to residents allowing them to park in areas identified by "parking by permit only" signs. Others are ticketed. Used in combination with provision of adequate, easily located parking for non-residents, this system can alleviate the parking problem on the commercial/residential edges.

b. Commercial

The availability, treatment and location of parking in the Nob Hill Business District is one of the keys to successful revitalization of the area. Some parts of the area have adequate or even excess parking while other blocks need additional spaces.

As stated in a report prepared by the National Main Street Center interdisciplinary team of development professionals, the solutions to meeting the Nob Hill Business District parking demand are three-fold. First, increase the supply where feasible. Second, manage the supply to provide convenient spaces for customers and to provide adequate supply of all-day spaces reasonably located for Nob Hill Business District employees. Third, make a commitment to manage demand by limiting more intensive uses which create a higher parking demand without first identifying adequate additional parking.

Increasing Supply

Increasing on-street supply can be accomplished by vacating streets with adequate right-of-way and converting them to metered parking lots. The 100 blocks of Amherst and Richmond could be converted to metered parking lots.

Parallel parking supply can be increased by metering curbs. Painting lines in unimproved lots will also provide for a more efficient use of existing parking space.

Managing Supply

The existing parking supply should be managed to provide convenient, high turnover spaces for customers and adequate parking for Nob Hill Business District employees. Several options should be considered for managing parking supply, including shared parking, additional metering, converting one hour meters to two hour meters, and stricter enforcement of metered parking spaces.

Recommendations:

1. Residential Parking: The neighborhood associations with assistance from the Public Works Department should seek to limit commercial parking in residential areas through institution of a permit parking system.
2. Commercial Parking:
 - a. The Parking Division should:
 - 1) Following vacation, convert the 100 block of Amherst north and south of Central to a metered parking lot.
 - 2) Study the possibility of vacating other wide streets in the 100 block north and south of Central for parking areas.
 - 3) Increase the number of parking meters.
 - b. The Implementation Committee (see Plan Implementation Section) should study the following:
 - 1) Shared use of new and existing parking lots.
 - 2) Change of one-hour meters to two-hour meters.
 - 3) The need for a two-level parking facility.
 - 4) Possible use of a mini or "Jitney" bus service, including "park and ride" system.
 - 5) Increasing off-street parking supply by designing new lots and redesigning existing lots for greater parking efficiency.
 - 6) Encouraging employers to keep employees out of short-term parking.

6. Pedestrian Improvements

The pedestrian environment is important to the success of revitalization efforts. Streetscape improvements should complement other redevelopment efforts in the district to encourage pedestrian activity. The following recommendations would enhance pedestrian travel throughout the Nob Hill district.

Recommendations:

1. Nob Hill Main Street Inc., the neighborhood associations and the City Engineer should develop a pedestrian amenities and improvements Program to include:
 - a. Rearrangement of sidewalks or utility poles where the flow of pedestrian traffic is disrupted.
 - b. Addition of crosswalks at major intersections and crossings on Central, Lead and Coal.

-
- c. Addition of timed signalization or stop signs at selected intersections in the residential interior and in the transition area between residential and commercial areas including the intersection of Morningside with Lead, Coal, and Copper, and the intersection of Wellesley with Lead and Coal.
 - f. The need for additional street furniture including bus shelters, benches and trash receptacles at specific locations including but not limited to:
 - 1) the commercial corridor along Central;
 - 2) the Lomas corridor, and in the transition zone around the commercial corridor;
 - 3) along the Carlisle and Monte Vista arterials;
 - 4) along Campus/Copper;
 - 5) at the periphery of parks and public landscaped areas;
2. The Public Works Department should improve pedestrian travel across the five-way intersection of Monte Vista, Central and Girard. Measures might include widening sidewalks, widening medians between traffic lanes, placement and timing of pedestrian crossing lights and placement of convenient crosswalks.

G. HISTORIC PRESERVATION

Historic preservation is one of the major goals of this Plan. It involves promoting awareness of the history and significance of the built environment as well as conserving existing building stock and those districts and areas of particular architectural, environmental and historical significance.

Although relatively young (the first buildings in Nob Hill were built in the 1920's and the majority built between 1935 and 1955) the area has already attracted notice as a historically/architecturally significant section of the city. Nob Hill was where downtown businesses went when expanding out from downtown: here were located the first "suburban" stores of Strombergs and Paris Shoes, the Lobo Theater, the first movie theater built out of downtown, the first branch bank of First National Bank and Albuquerque's first shopping center, the Nob Hill Business Center. Here, also, can be found excellent examples of the roadside architecture built in response to the designation of Central Avenue as Route 66. The neighborhoods on either side of Central were mostly developed between the world wars; the largely unaltered architecture in these areas includes some excellent examples of residential design, especially in period revival and southwestern styles.

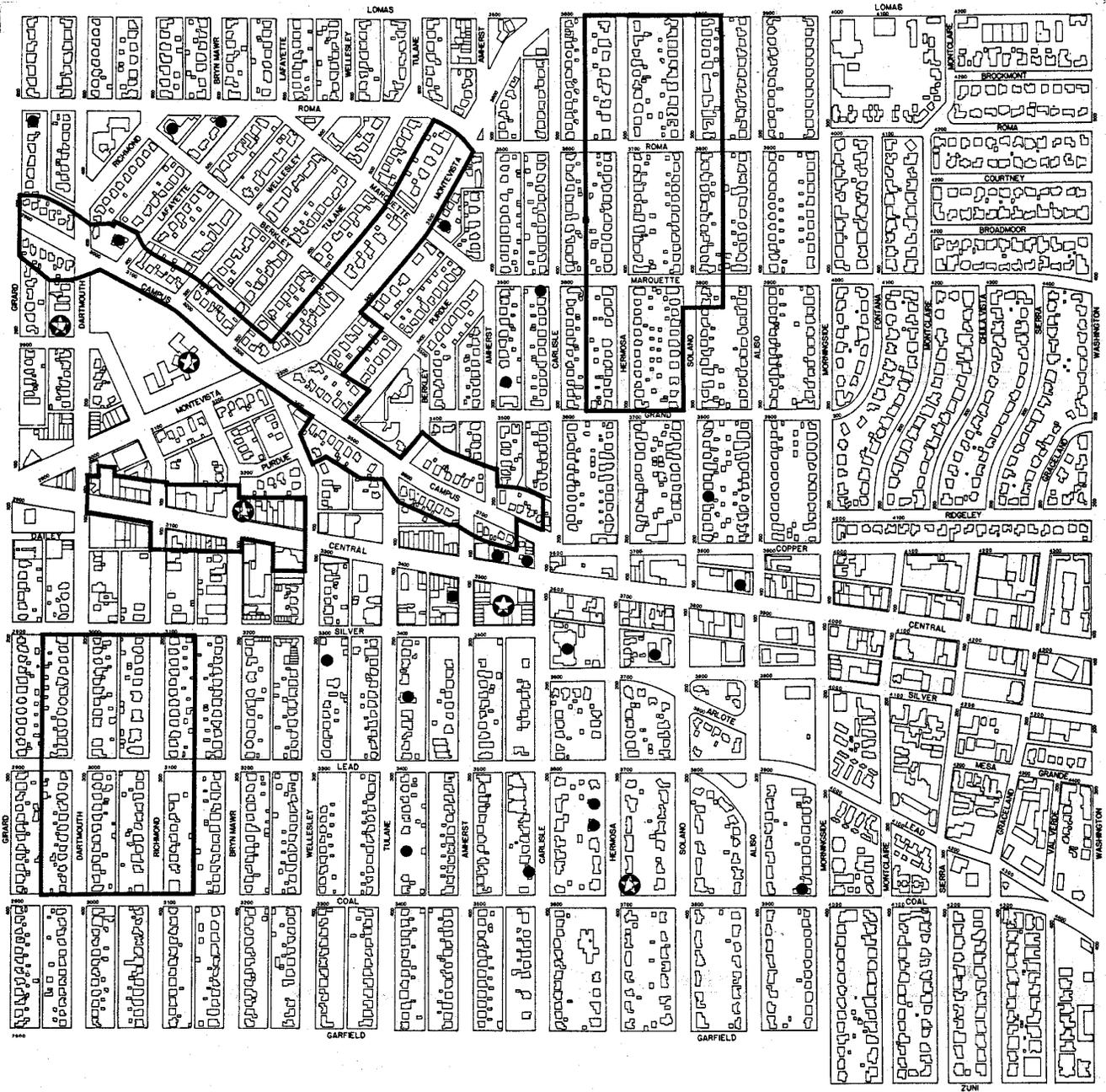
The area's architectural importance has been recognized by the selection of the Nob Hill business district as a participant in the National Trust for Historic Preservation's Main Street urban demonstration program. This program, which got underway in the summer of 1985, is a three-year project aimed at revitalizing architecturally intact neighborhood business districts. Details of the program are discussed in the Commercial Revitalization Section.

At the state and national levels, there are registers which list properties found to satisfy prescribed architectural and historical criteria. The placement of a property on the National Register of Historic Places qualifies owners of income producing properties to apply for an Investment Tax Credit for expenses related to rehabilitation. The National Register restricts listings to buildings over 50 years old, so many structures in the areas would not qualify. Unless federal funds are involved in the renovation or demolition of listed properties, no restriction can be imposed on their remodeling or use.

Listing on the State Register of Cultural Properties enables an owner to apply for state income tax relief. The State Register has no age criterion.

Two buildings in the area are presently listed on the National Register: the Monte Vista Elementary School and the Monte Vista Fire Station. The Nob Hill Business Center and the William Leverett House at 301 Dartmouth NE are listed on the State Register; the Leverett house has been sent to the National Register for consideration.

At the City level, protection of historic structures is carried out by the Landmarks and Urban Conservation Commission which was created in 1978. Protection is either by historic landmark designation or inclusion in an Historic Overlay or Urban Conservation Overlay Zone. Designation of a landmark or overlay zone gives the City regulatory authority over alterations, demolition and new construction and thus carries with it greater restrictions than the placement of a property on either the State or National Registers.



NOB HILL
 NORTH **HISTORIC STRUCTURES AND AREAS** 9/86

- ★
 On State or National Historic Registers
- Potential State or National Register Eligibility
- Boundaries of Potential State or National Register Districts

THIS HAS BEEN
REMOVED TO 1/2

Before the City can consider an application for an Urban Conservation Overlay Zone, 2/3 of affected property owners must approve the application. Areas are then reviewed and recommended to City Council by the Albuquerque Landmarks and Urban Conservation Commission. There are currently no City Landmarks or Historic or Urban Conservation Overlay zones in Nob Hill.

Buildings and areas of historic interest in Nob Hill are indicated on Map 16. This is a preliminary assessment and will require further research and written nomination before official historic designation can be made. Structures marked as "Potential State or National Register Eligibility" are candidates for nomination. It should be noted that many of the more recent buildings are excellent examples of important architectural styles, such as Territorial Revival and Streamlined Modern and make a significant contribution to the streetscape. Recognition of the historic qualities of all these buildings and encouragement of their maintenance will contribute to the continued vitality of the area.

The map does not indicate buildings or areas which might be considered for City Landmark status. Because of their restrictive nature, such designations must be carefully assessed and fully discussed in public hearings before the Landmarks Commission prior to a recommendation for designation.

The historic roadside architecture along Central Avenue and the historic residential areas in the neighborhoods are among the area's most visible and positive assets. A variety of steps can be taken to encourage property owners to help conserve these assets. See Appendix A for a list of buildings and areas of historic interest.

Recommendations:

1. City staff should evaluate buildings and areas for their historic significance and pursue nominations to the historic registers for those which meet the criteria for listing.
2. Nob Hill Main Street Inc. along with local neighborhood associations should promote awareness of the historic built environment in the Nob Hill area. This promotion might include:
 - a. Preparation of two booklets dealing with the area's architecture and history; one of the business district and one on the residential area. These booklets should include a description of architectural styles and recommendations for renovation and new construction. The booklet on the Central/Monte Vista business district should be prepared by Nob Hill Main Street Inc. The neighborhood association should prepare the booklet on the residential areas.
 - b. preparation of a tour map of the business district made available through local merchants.

IV. Plan Implementation

A. IMPLEMENTATION PROGRAM

An Implementation Program to carry out the priority projects of this plan will foster a commitment from the Nob Hill District and the City to create a measure of accountability to ensure that implementation is accomplished.

The Implementation Program shall be under the direction of an Implementation Committee to operate for a period of five years. Following are general guidelines for development and operation of the program and Implementation Committee:

- a. The primary purpose of the Implementation Program is to insure implementation of the Priority Projects and Parking Management Plan Recommendations identified later in this Section of the plan.
- b. Committee members shall be initially appointed by the Mayor's office in consultation with the City Councillors for Districts 5 and 6. Two representatives from each neighborhood association and business association shall be appointed to the committee and additional representatives should be appointed to provide financial and marketing expertise.
- c. The Redevelopment Division of the Planning Department will provide technical advice and organization support to the Implementation Committee during its first year of operation.
- d. The Implementation Committee shall make all meetings open and accessible to the public, with adequate notice.
- e. The Implementation Committee shall monitor development in the Nob Hill District and submit an annual report to the City Council at the end of each year on its progress including proposed changes or amendments to the priority projects.
- f. At the end of the Committee's fifth year of operation, it shall submit a report to the City Council which summarizes its activities and make recommendations for an updated Nob Hill Sector Development Plan.

B. PRIORITY PROJECTS

This Section identifies improvements to be made within the Nob Hill District over the next five years. The purpose is not to disregard other project recommendations contained in Part III, titled Plan Components, but to identify those which are most needed and can be implemented in a relatively short time period considering limited resources.

A Nob Hill Plan Citizen Task Force comprised of ten individuals representing the neighborhood associations, the Central Avenue Association and Nob Hill Main Street Inc. was established to prioritize the overall recommendations of the Plan and provide the District with a strategy and focus for implementing projects. The Task Force identified the projects listed in this section as highest priority for short-term implementation.

The responsibility for implementation is that of the City, that of the neighborhood, and that of Main Street Inc. By identifying responsible entities, the project focus for the Nob Hill District and the Implementation Committee is clear. Likewise, the implementation of projects can be multiplied. Close cooperation, coordination and participation will allow successful implementation of the Plan. The Nob Hill Neighborhood Association, the Southeast Heights Neighborhood Association and the Central Avenue Association have each contributed considerable time in the development of the Plan. Their continued involvement is essential to the implementation of priority projects.

The projects have been separated into four categories: Capital Improvement Projects, Neighborhood Projects, Main Street Projects and Study Projects. The Capital Improvement Projects are those which require City resource appropriation and allocation. Three possible funding sources for these projects include: 1) funds set aside for the implementation of sector plans, 2) general obligation bonds, and 3) revenue bonds. The neighborhood projects are those which can be implemented with other resources such as neighborhood fund raising programs, neighborhood association fees and property owner contributions. The Main Street Inc. Projects are those which will be implemented through the Main Street Program with merchant and commercial property owner support. The Study projects are those which require inclusion in City Department or Division fiscal year programs.

Each category - as shown on the following charts - identifies the entity responsible for implementing the project, the implementation schedule, and the cost estimates where available and/or appropriate.

Capital Improvement Projects

PRIORITY	RESPONSIBLE AGENCY	PROPOSED TIME-TABLE *	COST ESTIMATE
I. Amherst Parking Lots	Parking Division	1987	\$110,000
II. Redesign and Landscape Intersection of Central, Monte Vista and Girard to Improve Pedestrian Travel	Public Works Department Parks and Recreation Dept.	1988	\$10,000
III. Landscape Focal Point at Intersection of Campus/Copper and Carlisle	Public Works Dept. Parks and Recreation Dept.	1989	\$10,000
IV. Street Trees on Campus Blvd.	Public Works Dept. Parks and Recreation Dept.	1990	\$80,000
V. Installation of Street Furniture	Public Works Department Parks and Recreation Dept.	1987-1992	\$4,800/site
VI. Realignment of Bike Route on Silver from Amherst to Hermosa	Public Works Dept. Bikeway Committee	1991	\$1,400
VII. Morningside Park and Pedestrian Improvements	Public Works Dept. Parks and Recreation Dept.	1992	\$61,000

* Dependent on available resources

Neighborhood Projects

PRIORITY	RESPONSIBLE GROUP	PROPOSED TIME-TABLE	COST ESTIMATE
I. Increase Number of Lights at Mid Block Locations	Neighborhood Associations Property Owners Traffic Engineering	1987-1992	\$700/light
II. Implementation of Neighborhood Watch Program	Neighborhood Associations	1987-1992	\$45/sign
III. Installation of Stop Signs at Selected Intersections	Neighborhood Associations Traffic Operations	1987-1992	\$80/sign
IV. Additional Bike Route Signs on Silver Avenue	Neighborhood Associations Bikeway Committee	1991	\$80/sign
V. Irrigate and Landscape Triangular Space at Amherst and Monte Vista	Property Owners Neighborhood Association	1988	\$2,800

Study Projects

PRIORITY	RESPONSIBLE AGENCY	PROPOSED TIME-TABLE *	COST ESTIMATE
I. Lead and Coal Traffic Analysis Study	Public Works Department	1988	Cost in Staff Time is Unknown
II. Study Concerning Landscape Median on Monte Vista	Public Works Dept. Parks and Recreation Dept.	1989	Cost in Staff Time is Unknown
III. Study of Options and Possibilities for Transforming Lead and Coal into Landscaped Arterial System	Public Works Department	1990	Cost in Staff Time is Unknown
IV. Study to Explore Measures to Improve Circulation on Campus/Copper and Silver	Public Works Department	1991	Cost in Staff Time is Unknown
V. Traffic Analysis Study to Determine Effects of One-Way Alleys in Commercial Corridor	Public Works Department	1992	Cost in Staff Time is Unknown

* Dependent on available resources

Nob Hill Main Street Projects

PRIORITY	RESPONSIBLE AGENCY	PROPOSED TIME-TABLE	COST ESTIMATE
Assistance in Implementation of Parking Study	Nob Hill Main Street	1988	Cost in Staff Time is Unknown
Assistance in Parking Enforcement and Implementation	Nob Hill Main Street Merchants	1988	Cost in Staff Time is Unknown
Develop and Update Business Directory	Nob Hill Main Street	1987-ongoing	\$6,000
Public Education and Awareness Program	Nob Hill Main Street	ongoing	Cost in Staff Time is Unknown
Develop Facade Loan Rehabilitation Program	Nob Hill Main Street	1988-ongoing	\$10,000/yr.

C. PARKING MANAGEMENT PLAN RECOMMENDATIONS

A Parking Management Plan has been developed for the Nob Hill commercial corridor to determine current supply and deficiencies, and to determine demand both for existing land uses and for the optional retail mix. The Parking Plan is provided in Appendix C. In summary, however, the Plan makes specific recommendations for management of the existing parking supply and short and long term priority recommendations for increasing the parking supply within the commercial corridor. The Implementation Committee shall work with the City Parking Administration to determine the feasibility of these recommendations and to implement viable projects. Following are the lists of recommendations of the Parking Plan.

Management of Existing Parking Supply

- A. Develop specific shared parking regulations for the Nob Hill commercial district.
- B. Work with owners of vacant land on under-utilized parking areas to develop lease agreements so that parking can be fully utilized.
- C. Work with appropriate city agencies to insure that metered parking is enforced.
- D. Work with appropriate city agencies to insure that all on-street parking spaces in the heavy retail area are metered.

Short Term Priority Recommendations

1. Convert Amherst to a metered parking lot.
2. Insure enforcement of metered parking spaces.
3. Install meters on side-streets where demand for short-term parking is high.
4. Begin work within the district to build a consensus on the value of shared parking strategies and the need for special enabling parking regulations for Nob Hill.
5. Encourage consolidation of parking lots for greater efficiency in parking design, and the redesign of other lots in areas of high demand.
6. Install signs where parking is available to the public during certain hours. The cost should be borne by the Commercial District.

Long Term Priority Recommendations

1. Development and Implementation of shared parking regulations to enable the commercial corridor to develop to its fullest potential.
2. Convert Tulane south of Central and Dartmouth north of Central to metered parking lots.
3. Install pedestrian-activated traffic signals at Tulane and Bryn Mawr.
4. Construct a two-level parking structure behind the Nob Hill Center.

Appendix A

APPENDIX A.

DESIGN AND THE BUILT ENVIRONMENT

The following are descriptions of Nob Hill by sub-area. See Map 3 for sub-area boundaries and platting dates.

Sub-Area 1: Lomas Corridor

Lomas is an Albuquerque arterial that forms the northern boundary of the planning area. The grey streetwall offers an opportunity for design enhancement through landscaping and related improvements. Our Lady of Fatima Church, School and Convent is an important landmark. Another landmark in the area is the freestanding neon sign at King David's Drive-In.

Sub-area 2: Monte Vista

The interior of this sub-area has diagonal streets which are the product of progressive land use planning in a natural environment criss-crossed by arroyos. Single family residences which are small in scale and proportion offer the full array of characteristic Nob Hill vernacular styles. The 32' street with its narrow 50' right of way emphasizes the intimate scale of the subdivision. A notable feature of the area are the alleys which form "T" intersections within individual blocks (see Map).

Significant buildings in this area include: The Monte Vista Elementary School, the First Church of Christ Scientist, Monte Vista Christian Church, the English stone cottage at 3502, the large Norman cottage at 3515, the Bart Prince residence at 3501 Monte Vista, and the Leveritt, Sr. residence at 301 Dartmouth. Important streetscapes include the 2900 block of Campus, the 500 blocks of Tulane and Monte Vista and the 3500 block of Monte Vista. The view north on Monte Vista from the 3200 and 3300 blocks is noteworthy.

Sub-area 3 College View

Though lacking the insular quality that distinguishes the diagonal blocks of the Monte Vista Addition, the grid pattern streets of the College view Addition have a distinct and cohesive character. From Carlisle to Solano, the Mediterranean style provides color and textural richness. From Aliso to Morningside, the eastern boundary of the subdivision, Pueblo Revival and Territorial Revival predominate. The northern streetwall on Lomas consists of a blank, unfinished and sometimes deteriorating wall and the southern boundary at Copper consists of an unfinished wall on the north and the "rear view" of Central on the south. Streets are 32' wide, as in the Monte Vista Addition, although the public right-of-way is sixty feet. The extra space, largely accounted for by sidewalk and associated setbacks, make some College View Addition streets seem wider than they are.

Important buildings are the Mediterranean style residence at 536 Hermosa and the twin Mediterranean style residences at 344 and 346 Solano. Streetscapes of note include the 500 blocks of Hermosa and Solano and the 400 block of Solano and Marquette between Morningside and Washington.

Sub-Area 4: Broadmoor:

The Broadmoor Addition contains east/west oriented streets, north/south oriented streets and some "picturesque" curvilinear streets. Streetscapes of note include the 300 and 400 blocks of Montclair and 300-400 blocks of Morningside. The intersection of Marquette and Fontana is one of the strongest, most appealing nodes of development in the subdivision.

Residences here are larger in size and scale. Lot width in the Broadmoor Addition is typically 15 feet wider than that in either the Monte Vista or College View Additions so the street facade of Broadmoor homes tends to be larger. Commercial and high density residential uses are clustered at the northern edge of the subdivision. At the southern end, Ridgely, a non-intersected east/west oriented street, provides a strong edge.

Pueblo Revival and Ranch style homes with pitched roofs are the predominant styles in the area. Territorial Revival styles are also found.

Sub-Areas 5, 6 and 7: Central Avenue and Related Commercial Corridor

The commercial corridor has several very special vistas. The five way intersection of Central, Girard and Monte Vista, at the border of the University of New Mexico, is the western gateway to the Nob Hill Business District. In the area of Tulane and Central, the view to the west of Mount Taylor is impressive. Vistas north or south of Central on Carlisle offer glimpses of the "Nob Hill".

Central Avenue, as Route 66, served both the commercial needs of the community and the food, fuel and lodging needs of the traveler. The form of structures along Central not only contributed to the character of the streetscape but served as the key to the building's use. The streetwall is the result of the relationships among three types of structures, all of which have been represented on Central since development began there in the early thirties. The STOREFRONT ROW type buildings typically served the community as offices and retail concerns. DRIVE-IN/SETBACK type structures, such as motels, service stations and drive-in cafes, served the Route 66 traffic. The STAND ALONE type was usually a special use structure. Understanding the built environment along Central Avenue requires familiarity with these basic developmental types.

a. Storefront Row type

The typically one-story flat roofed STOREFRONT ROW TYPE BUILDINGS are set on the lot line close to the sidewalk "pedestrian space". These rows of buildings work together to create a streetwall that encloses the Central corridor for both pedestrian and motorist and provides an ordered and human scale environment in the automobile oriented corridor. Fenestration follows a

rule of large openings (or voids) and small solids in a window/entrance/window or window/window/entrance pattern. Variations of the Storefront Row type may include recessed entrances and/or windows, angled (sometimes recessed) entrances and angled facades. The Storefront Row type that steps back at an angle from the lot line is not uncommon. A special feature of the Central Storefront Row type is a prominent entrance set in the truncated corner of the building. Awnings are a typical feature of the north side of the street. Significant examples of Storefront Row blocks include the 3100 block SE, the 3400 block NE and the 4000 block NE.

b. Setback/Drive-In Type

This type of development is automobile oriented. Buildings are set back from the road to provide parking and circulation space for vehicles. The most common examples of this form of development are the motel, the service/automobile concern and the drive-in cafe. Important examples of the Setback/drive-in type of development include the Nob Hill Shopping Center, the De Anza Motel, the Aztec Motel, Arby's Restaurant and McAfee's Radiator Service.

c. Stand Alone Type

The true Stand-alone structure on Central neither acknowledges the organization of the streetwall nor accommodates automobile activity in any regular fashion. Such structures were very few in number and were frequently special purpose buildings. The most noteworthy Stand-alone structure is the Monte Vista Fire Station.

Structures of architectural and environmental significance on Central Avenue and the related commercial corridor include the Hendren Building at 3001 Monte Vista NE; the Monte Vista Fire Station at 3201 Central NE; the International Style former auto dealership at 3226 Central SE; the Boehning commercial row at 3509-13 Central SE; the Flatow commercial row at 105-109 Amherst SE; the Modern Style Highway 66 Gas Station at 3523 Central NE; the Pueblo Revival Style Aztec motel at 3821 Central NE; the De Anza motel at 4300 Central NE, the strip's grandest scale motel; and the Nob Hill Center at 3500 Central SE.

Sub-areas 5 and 7, Monte Vista/Campus/Copper and Silver:

These are called "Transition Areas" because of their location between Central and the residential areas. Though Campus Boulevard is not as wide as Monte Vista, large shade trees on both sides of the street provide a sense of enclosure to the streetwall. Campus runs along the bed of the old Tijeras arroyo which once cut diagonally across the Nob Hill area from southeast to northwest. Central intersects this arroyo just east of Carlisle. Therefore, Campus's intersection with Carlisle is one of the lowest points in the area. From here east Copper continues as the northern edge of the sub-area. This edge, dominated on the north by a deteriorating wall and on the south by the rear view of Central, has little aesthetic appeal.

South of Central, Silver constitutes the edge of the commercial corridor. Like the Monte Vista/Campus/Copper edge to the north, the Silver corridor has different segments, but they are less distinct. Silver is not as heavily traveled a street as its northern counterpart. Between Morningside and

Washington, a very significant change occurs in the character of the streetwall due to the amount of area devoted to parking and the intensive commercial and office development south of Silver.

Sub-Area 8: University Heights

Roughly half of the University Heights Addition is located in Nob Hill. This portion was platted in 1916. The other portion of the University Heights Addition, directly south of the University of New Mexico between University and Girard, was platted in 1906. University Heights shares the small scale of its development with the Monte Vista and the College View Additions north of Central. However, the University Heights streets are 36' wide in a 75' right-of-way. This extra width gives the University Heights Addition a sense of openness that does not exist in the north additions.

The most prevalent University Heights style is the Southwest Vernacular. There are also more bungalow forms here than elsewhere in the Nob Hill neighborhoods. There are several interesting Moderne style residences. There is effective use of deep shades of earth stucco in all styles. There are both pitched and flat roofs and a prevalence of porches and enlarged entrances.

Significant buildings in the University Heights Addition include: the log home at 313 Tulane; the "high style" Pueblo Revival style structure at 316 Tulane; the former residence of Gov. Hanna at 219 Richmond; the coral-colored Mediterranean style home at 215 Richmond; the residence at 219 Tulane; 301 Carlisle; the townhouses at Lead and Carlisle which integrate with their site and with the predominantly single family character of the area; and the Mediterranean style villa located in the complex at 208 Wellesley.

Sub-Area 9: Granada Heights

Pueblo and Territorial Revival are well represented in this subdivision. There are some significant examples of the Moderne style and the Ranch style as well. Overall, the mixture of styles, colors, setback and landscaping treatment in this sub-area work together to produce interesting and attractive streetscapes. Important area streetscapes include the 300 and 400 blocks of Solano, the 300 and 400 blocks of Aliso, the 400 block of Graceland, and the southeast half of the 100 block of Morningside. From Coal, the view of the mountains can be quite spectacular, as can the view of Mt. Taylor from Lead.

Of the three subdivisions south of Central, the Granada Heights addition is the least disturbed by the Lead and Coal arterials, perhaps because this area has a more consistent elevation than either of the adjacent subdivisions.

Significant structures in the Granada Heights Addition include: Immanuel Presbyterian Church at 116 Carlisle; Trinity Methodist Church at 3715 Arlotte; the Art Deco detailed residence at 305 Hermosa; the variegated blonde brick Moderne residence at 309 Hermosa; the Moderne style Kelvinator home at 324 Hermosa; and the Pueblo Revival residence at 3911 Coal.

Sub-Area 10: Mesa Grande

Of all the sub-areas in Nob Hill, this section has the least cohesive character. It is in many ways one large transition zone. Lead and Coal diverge off Zuni at Val Verde and divide the subdivision into three sections, complicating efforts to unify the area.

Despite its uneven character the area has some positive features. The gateway entrance to Nob Hill where Zuni separates into Lead and Coal provides a strong visual entrance to the area. Near this entrance a series of handsome multi-family and office buildings in the Pueblo Revival and Territorial Revival styles face the street in an informal stepped-back pattern that offers color, scale and well-proportioned form to the streetwall. The residential blocks to the south of Coal consist of Pueblo Revival and brick ranch style dwellings.

Public Buildings:

1. Jefferson Junior High
2. Monte Vista Elementary School
3. Bandelier School

Churches:

1. Immanuel Presbyterian
2. Trinity Methodist
3. Monte Vista Christian
4. St. Mark's on the Mesa Episcopal
5. First Church of Christ Scientist
6. Our Lady of Fatima Catholic Church and School

Commercial Buildings:

1. Monte Vista Fire Station, 3201 Central, NE
2. Former Jones Motor Company, 3226 Central, SE
3. The Guild, 3205 Central, NE
4. Nob Hill Center, 3500 Central, SE
5. McAfee's Radiator Service, 3529, NE
6. The Aztec Motel, 3821 Central, NE
7. The DeAnza Motel, 4300 Central, NE
8. The Hendren Building, 3001 Monte Vista, NE

Residences:

Monte Vista Addition

1. 3500 Monte Vista, NE
2. 3501 Monte Vista, NE
3. 3505 Monte Vista, NE
4. 301 Dartmouth, NE

University Heights Addition

5. 210 Tulane, SE
6. 301 Carlisle, SE

Granada Heights Addition

- 7. 324 Hermosa
- 8. 325 Morningside

STREETSCAPES

There are several significant streetscapes in the area. A streetscape is comprised of several elements: buildings, yards (private space), sidewalks (semi-private space) and streets (public space). The type, style and condition of these elements work together to create the image of the "street." The following streetscapes have been identified as features of the Nob Hill area because they possess a high degree of environmental integrity and therefore contribute greatly to the character of the area.

The Monte Vista Addition

- 1. 2900 block of Campus (between Girard and Dartmouth)
- 2. 500 block of Tulane
- 3. 500 block of Monte Vista

College View Addition

- 4. 500 block of Hermosa
- 5. Northern half of 300 block and 400 block of Montclair
- 6. Marquette between Morningside and Washington

Broadmoor Addition

- 7. 300 and 400 blocks Montclair
- 8. 4000-4400 blocks Marquette

Granada Heights Addition

- 9. 300 and 400 blocks of Solano
- 10. 300 and 400 blocks of Aliso
- 11. 400 block of Graceland
- 12. Southeast half of 100 block of Morningside

Mesa Grande Addition

- 13. 400 block Val Verde

VISTAS AND VIEWPOINTS

Due to its varied elevations, the Nob Hill area contains several impressive vistas, or views, as well as the viewpoints or prospects which provide visual access to these sights. Important area vistas and viewpoints are listed below:

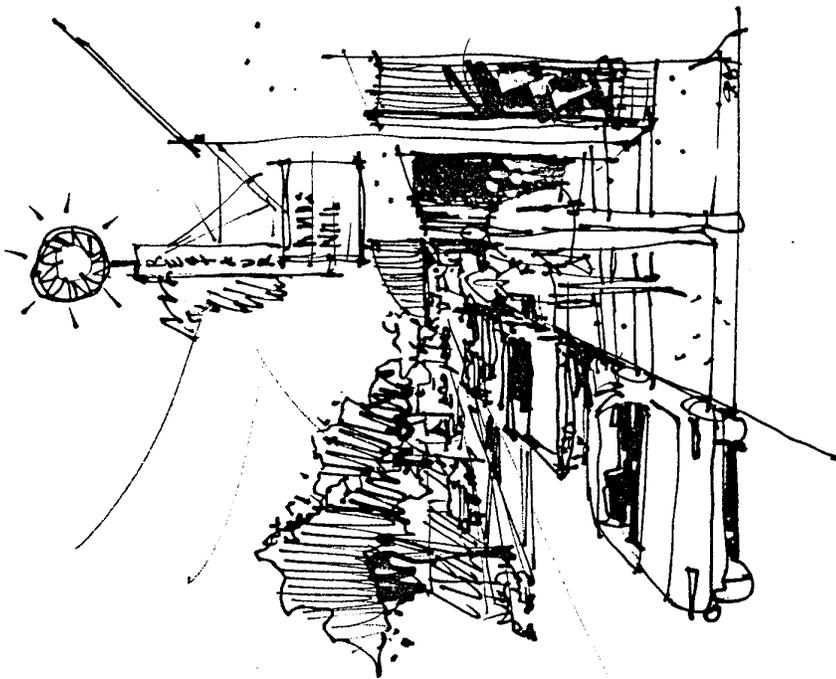
<u>Viewpoint</u>	<u>Direction</u>	<u>Vista</u>
5-way intersection of Girard, Central and Monte Vista	east down Monte Vista	Commercial area on Monte Vista framed by mountains
	east on Central	Gateway to area

<u>Viewpoint</u>	<u>Direction</u>	<u>Vista</u>
3200 and 3300 blocks Monte Vista	east up Monte Vista	Monte Vista block
Central at Tulane	west	View of Mt. Taylor
Central at Hermosa	west	View of entrance to Nob Hill
Central at Morningside	west	View of path across Central
Intersection of Campus/ Copper and Carlisle	south	View up Carlisle to to Nob Hill, gateway to area
Central and Washington	north and east	View of mountains and First National Bank Building
Silver and Wellesley	east	View of Immanuel Presbyterian and rear of Nob Hill center
Silver and Solano	east	View of 100 block of Morningside
	west	View of Mt. Taylor
	northeast	View of Sandias
Lead and Carlisle	north	View of Gateway Entrance to Nob Hill
Hermosa and Coal	northeast	View of Sandias and City (City lights at Night)
Solano and Coal	northeast	View of Mt. Taylor and city Mountains
Lead and Aliso	west	Mountains
Zuni and Washington	west	Gateway into area
	east	View of designated urban center

Appendix B

REVITALIZATION THROUGH DESIGN

Guidelines for Albuquerque's
Nob Hill Business District



PREFACE

For many years prior to the creation of the Interstate Highway System in the 1950s, Route 66 was "America's Main Street." It connected geographically and culturally diverse regions which included the Foundry, the Breadbasket, the Desert, and the Coast. In its heyday, Albuquerque's Central Avenue was a welcomed oasis in the most sparsely populated region along its 2,000-mile route between Chicago and Los Angeles.

It was a time before franchise food and shopping malls. It was a time of mom-and-pop motel courts and cafes with homemade pies. Regional differences were valued assets and travelers were beckoned to stop and see what was different rather than what was the same. Getting there was as memorable as being there.

The automobile had provided travelers with individual mobility. Unlike train travelers, motorists could now stop or go as they pleased and stay as long as they desired. Roadside attractions appeared with regional themes to entice the traveler to eat, sleep, gas up, see the sights, and take home a souvenir.

**Be sure to see... the Longest, the Highest, the Oldest, the Newest, the First, the Only, the Most Unusual, the Biggest, and the Best
... WHOA, You Missed It!**

Regional symbolism in the Southwest, such as cowboys, Indians, cacti, and Nike missiles, was translated into moving neon signs. Painted concrete teepees and dinosaurs appeared larger than life. The object was to get people to stop.

... see Live Snakes just ahead!



Nob Hill District. Photograph by Paul Jeromias, 1986.

And people did stop; not for the promise of a quarter-pound burger they could count on to provide no surprises, but to be surprised and delighted by America's regional differences. A roadside vernacular evolved to a level of folk art. Symbols were the region and the region became the symbols. They not only advertised, but also reinforced the region's uniqueness in place and time.

The Nob Hill District historically occupies a special place along America's Main Street. The District grew up along Route 66 and Albuquerque grew up with the District. While **Revitalization Through Design** offers a checklist of fundamental design concerns, special consideration should be given to the preservation and perpetuation of the area's unique regional character. Revitalization which recognizes the spirit of Route 66 will make the Nob Hill District a show place for Albuquerque and for the region.

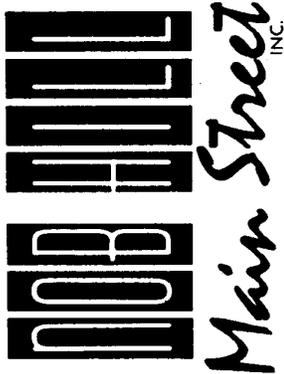
These design guidelines are dedicated to this spirit and to the merchants, property owners, and residents of Nob Hill. It is through their efforts that the District is once again offering up a unique slice of Albuquerque.



Richard Ansaldi
Nob Hill Main Street Design Committee

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Nob Hill Main Street, Inc. is a not-for-profit corporation established in 1985 to develop and carry out economic revitalization activities in Albuquerque's unique Nob Hill neighborhood commercial district. Albuquerque's Nob Hill district was one of seven commercial districts nationwide chosen to participate in the National Main Street Urban Demonstration Project sponsored by the National Trust for Historic Preservation. The Main Street program uses a time-tested approach to commercial district revitalization involving organization, design, economic development and promotion. The program's goal is to strengthen the Nob Hill area economically by building on its existing assets and to provide long-term stability for the business district.

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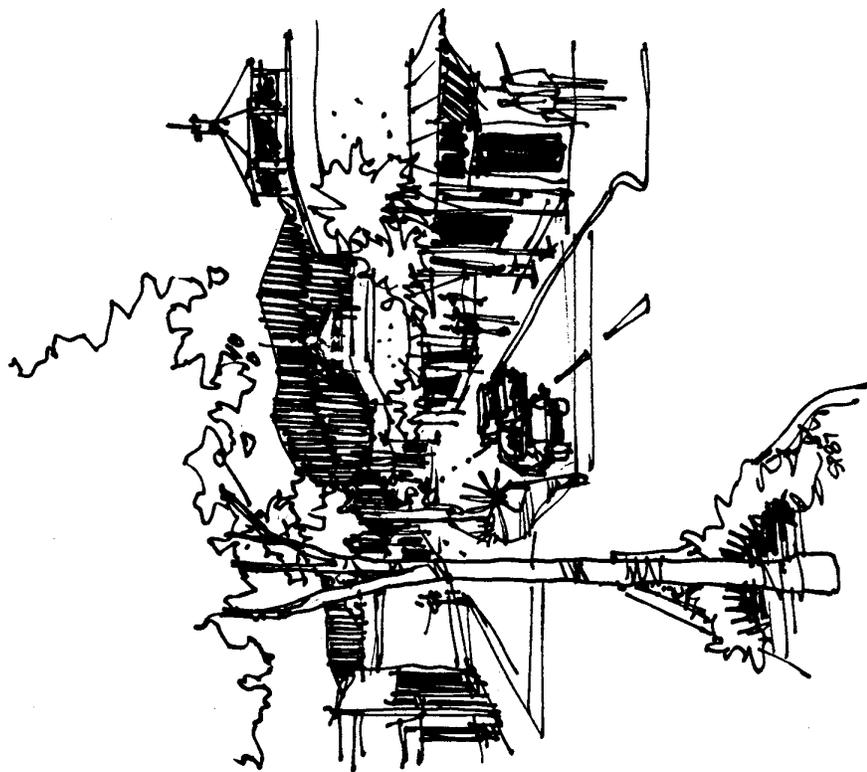
The *Nob Hill Study* provided background information critical to both the Main Street Urban Demonstration Project application and the work of the Design Committee. The study was prepared by Mary Rose Szoka at the request of the Nob Hill Neighborhood Association and the City of Albuquerque, Redevelopment Division and funded with a Community Development Block Grant.

Funds for the development and publication of *Revitalization Through*

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INTRODUCTION

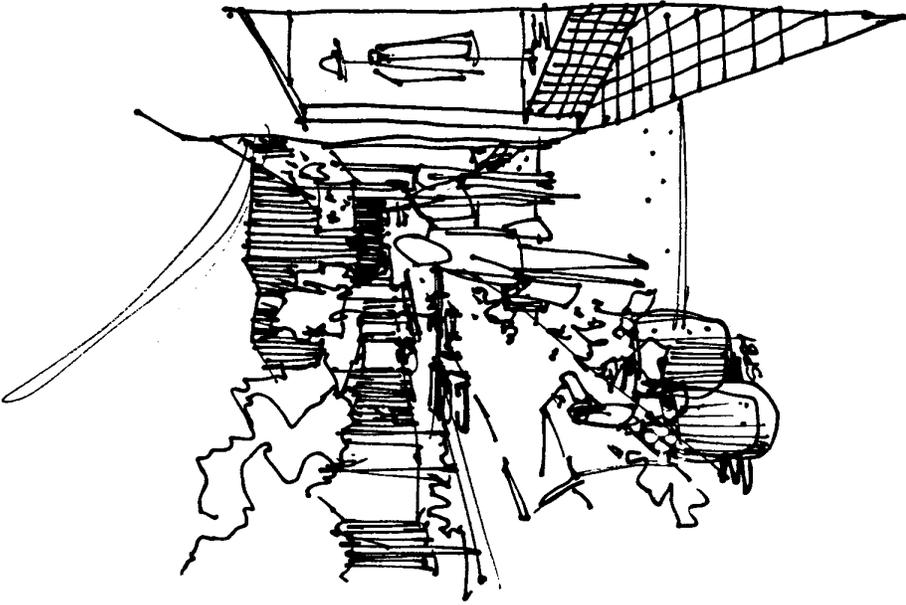


Revitalization Through Design is written to help building owners, tenants, and prospective builders recognize and appreciate the design features that give Albuquerque's Nob Hill Business District its special character. It is intended as a guide and tool for use in building rehabilitation, new construction and in making district-wide improvements both public and private. These guidelines are strictly voluntary and not required by City Ordinance. This book presents, in a simple, easily read and illustrated form, fundamental design principles which can be used in improving the appearance of the district or a building, from small tenant improvements to major rehabilitation, remodeling, restoration or new building. These principles are not intended to restrict creativity but to provide a framework for its expression. The guidelines should be used by developers, architects and contractors involved in carrying out building improvements and by local government officials responsible for planning, zoning and making public improvements. By following the guidelines and recommendations presented in this book, owners and builders can make individual and cooperative improvements which will work together over time to strengthen and enhance those qualities which make the Nob Hill district a unique and distinctive shopping and business district both for neighborhood residents and all of Albuquerque.

Revitalization Through Design is prepared by the Design Committee of Nob Hill Main Street, Inc. The committee is made up of professional architects, planners and urban designers concerned with the quality of the built environment and the special character of the Nob Hill business district. The guidelines presented in this book are the product of over a year of working with merchants and property owners to define the design problems and opportunities in the Nob Hill area.

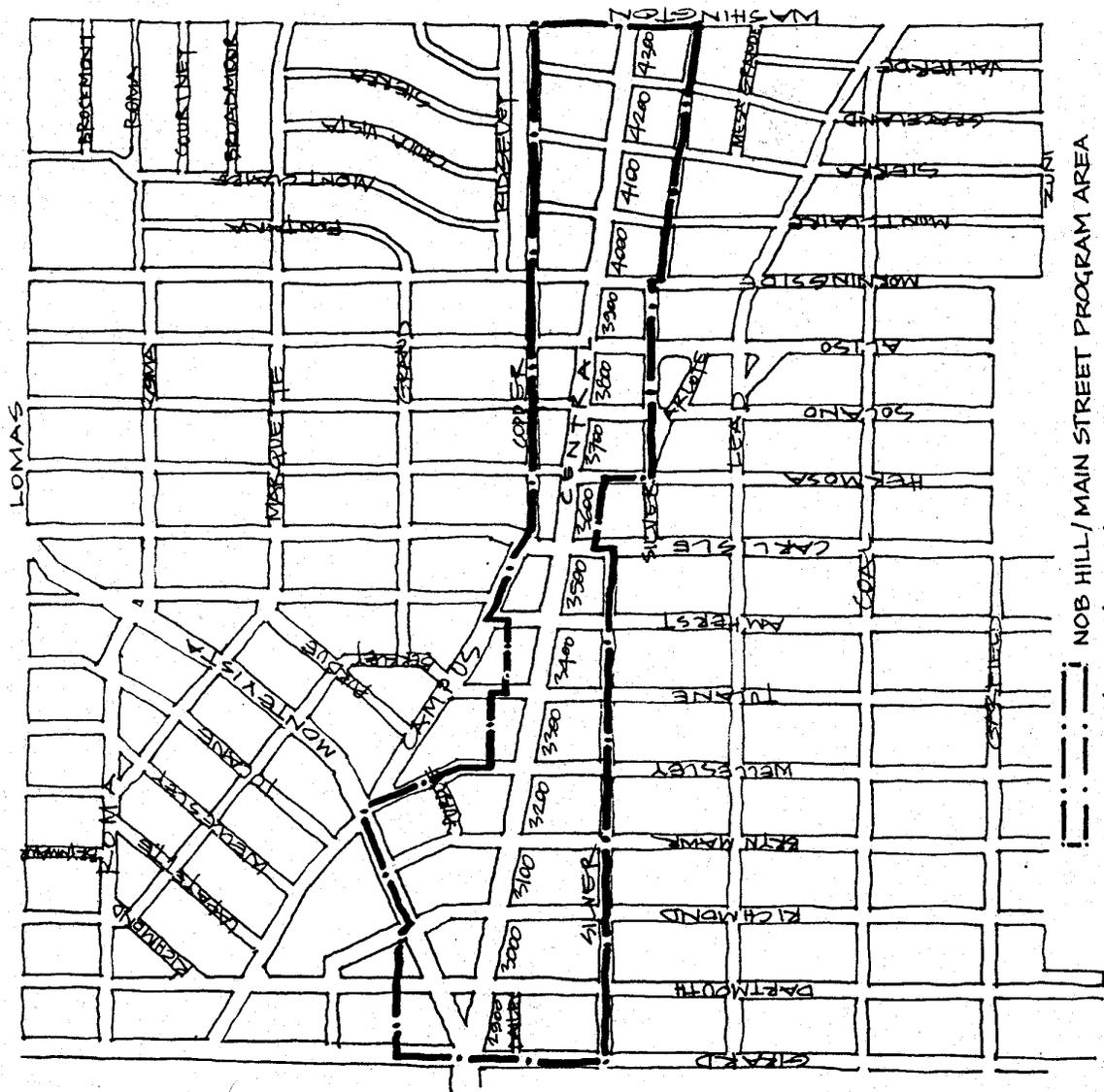
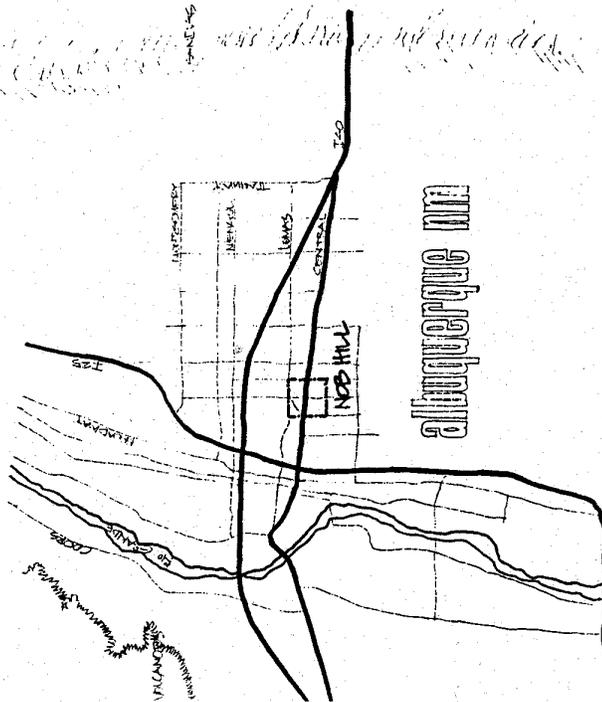
This book is divided into three sections. The first section on the Nob Hill district describes the boundaries of the district, its history and development, and its key role in the growth of Albuquerque. It describes those characteristics which give the Nob Hill district its distinctive character. The second section provides specific guidelines and recommendations for building rehabilitation, new construction and district wide improvements. Appendices comprise the third section. Included are descriptions of architectural styles and buildings of architectural or historical significance and a glossary of technical terms.

**THE
NOB HILL
DISTRICT**



Boundaries

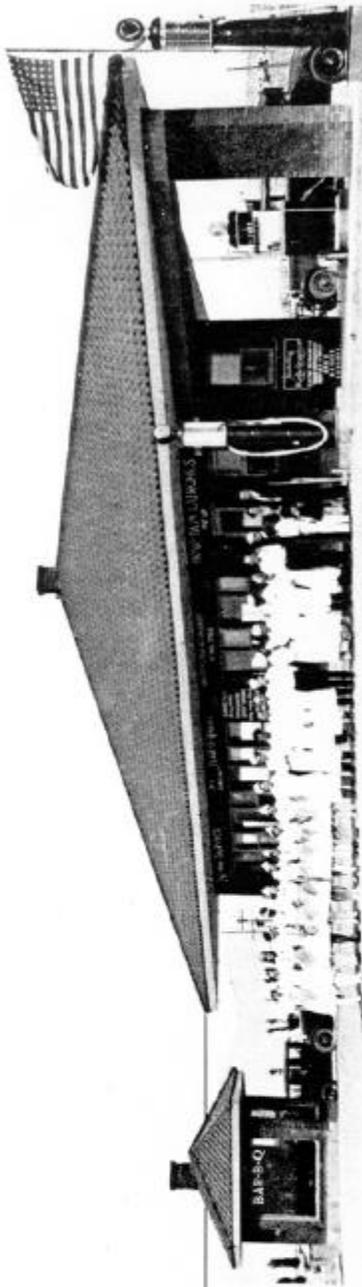
The Nob Hill Business District is 15 blocks long, extending from Girard on the west to Washington on the east. The district is one block deep on either side of Central Avenue, extending from Silver on the south to Campus/Copper on the north. The district also includes the commercial development in the first three blocks of Monte Vista Blvd. In all, the district includes 32 square blocks, most of it currently zoned for commercial development. The east and west boundaries correspond to those of the Nob Hill residential neighborhoods immediately to the north and south of the district which were platted between 1916 and 1945.



History and Development

Albuquerque's Nob Hill business district is the product of nearly 60 years of growth and development. While the history of the district is closely linked with the growth of the Nob Hill residential neighborhoods to the north and south, the designation of Central Avenue as U.S. Route 66 in the 1930s had a profound influence on the course of development in the area and the city as a whole. From the start, Central Avenue in the Nob Hill area served a dual market, providing for both the commercial needs of the neighborhood and the food, fuel, and lodging needs of the cross-country traveller.

Following the development of Railroad Avenue in 1880 (the name was changed to



Triangle Cafe, ca. 1929

THE TRIANGLE POINTS THE WAY

In 1929, C. M. Dyer leased a narrow triangular block at the confluence of Central Avenue, Girard and Monte Vista. He constructed a three-cornered brick building topped with a graceful tile roof and a neon triangle, housing the Triangle Cafe and also providing motorists with gasoline from a row of three modern pumps. This was one of the first of the roadside architecture buildings,

in 1935, the building was moved, brick by brick, and reconstructed on the north side of Monte Vista where it continued to be operated by the Dyers until 1942, when the cooks were drafted and the restaurant was sold.

As the effects of the Great Depression began to be felt in Albuquerque during the early 1930s, new construction declined. In 1931, east Central's first autocourt was constructed. But between 1932 and 1935, only two build-

ing permits on Central Avenue were issued, one for a gas station and the other for a second campground. Unemployment grew, along with a steady stream of migrants heading west down Central toward California and the promise of a new start.

In the late 1930s, relief came in the form of Federal New Deal programs. Among the WPA projects that stimulated development in the Nob Hill area were the construction of

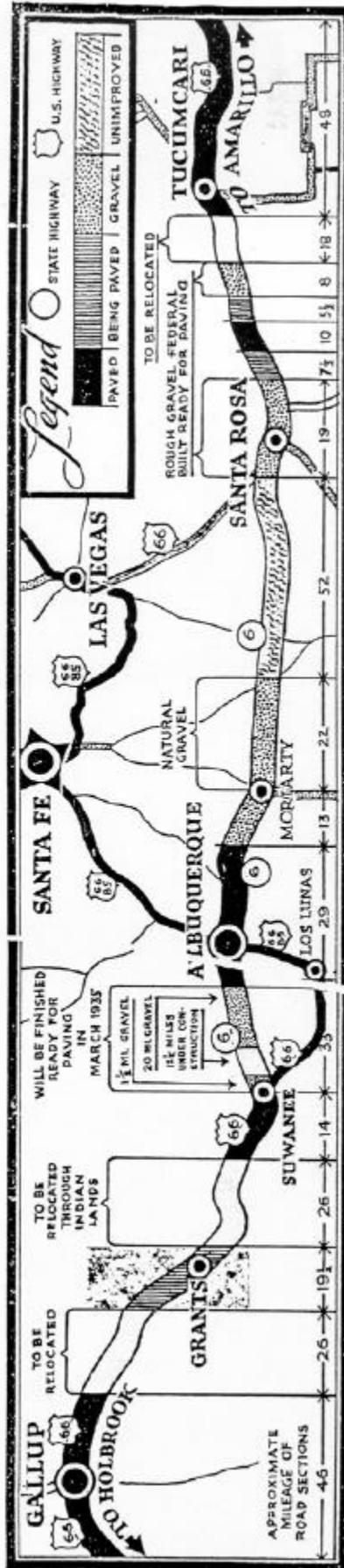


FIGURE 66, CA. 1930

oriented to the motorist, which later included cafes, gas and service stations, automobile show-rooms and the motels and their autocourt predecessors. A 1934 edition of *Albuquerque Progress* stated that Dyer "was among the first to realize that the automobile had freed people from the restraints of fixed shopping locations." The Triangle Cafe was the city's first drive-in restaurant complete with carhops and the eastern-most turnaround point for Albuquerque's streetcar. In

Central Avenue in 1912), Albuquerque gradually expanded eastward toward the University of New Mexico (established 1889), located far from the downtown on the vacant east mesa. Construction of housing in the University Heights addition and the Monte Vista addition began in the late 1920s following the development of the neighborhoods to the south and west of the university.

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In the late 1930s, relief came in the form of Federal New Deal programs. Among the WPA projects that stimulated development in the Nob Hill area were the construction of

Most notable among new development that year was the Hyder brothers' Lobo Theater which opened its doors with ceremony and searchlights on August 19, 1938. This was the first movie theater outside of the downtown, a "deluxe suburban moving picture house" for the residents of the newly developing heights. The entire block east of the theater was designed and built as a unit with stores fronting on Central Avenue. The first tenants included Nassif's restaurant, the Classique Beauty Salon and Ives's Flower Shop (which had a rental library).

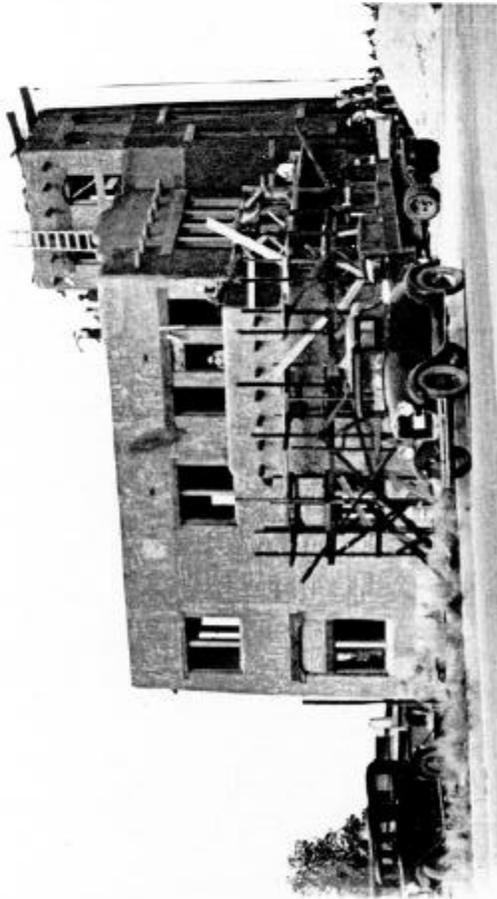
The 1940 City Directory lists ten service stations and automobile concerns, five tourist camps or motel courts and a number of cafes in the Nob Hill Area. Local neighborhoods were served by grocery stores, pharmacies, a beauty shop, a barber shop, a cleaner, medical offices, a theater and a five-and-dime. The node of activity at Central and Richmond contained the only major concentration of commercial activity outside of the Downtown and Old Town during this period.

(now occupied by Denslow Pharmacy) was constructed at the corner of Richmond and Central. In 1938, ten new businesses were added in the area. These included autocourts at 4101 and 4119 east Central. While these two properties were improved over time, they have retained their original motel function today as the Town Lodge Motel and the Royal Motor Inn.

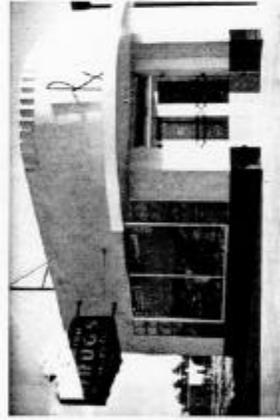
ALBUQUERQUE GOES TO THE MOUNTAIN

These developments signaled the end of the Depression and the beginning of new development on Central Avenue. The ten miles that once separated the edge of the city from Tijeras Canyon and the steep slopes of the Sandia Mountains shrank to six. A publication of the time stated: "Emulating the strategy of Mahomet, Albuquerque is going to the mountain."

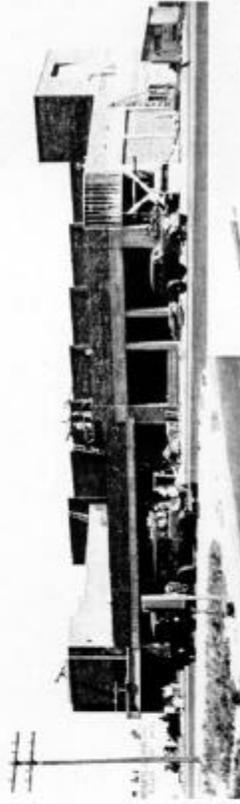
In 1937, two campgrounds were built on Central Avenue, a gas station was constructed at 3125 Central and a pharmacy building



Fire Station #3, 3201 Central NE, 1938



Pharmacy, 3180 block Central SE, 1937



Lobo Block, 3500 block Central NE, 1938



"The old familiar Iceberg," a cafe and service station — one of Albuquerque's few examples of "Coney Island" or "Mimetic" Architecture, was moved to make way for the Lobo Theater



36th Central NE, 1939

World War II brought a halt to new building activity. From 1941-44, materials were allocated to the war effort and restricted from civilian use. In 1945, restrictions were lifted and new construction began in earnest. Over the next five years, Albuquerque experienced an unprecedented population growth from 50,000 in 1945 to 96,815 in 1950.

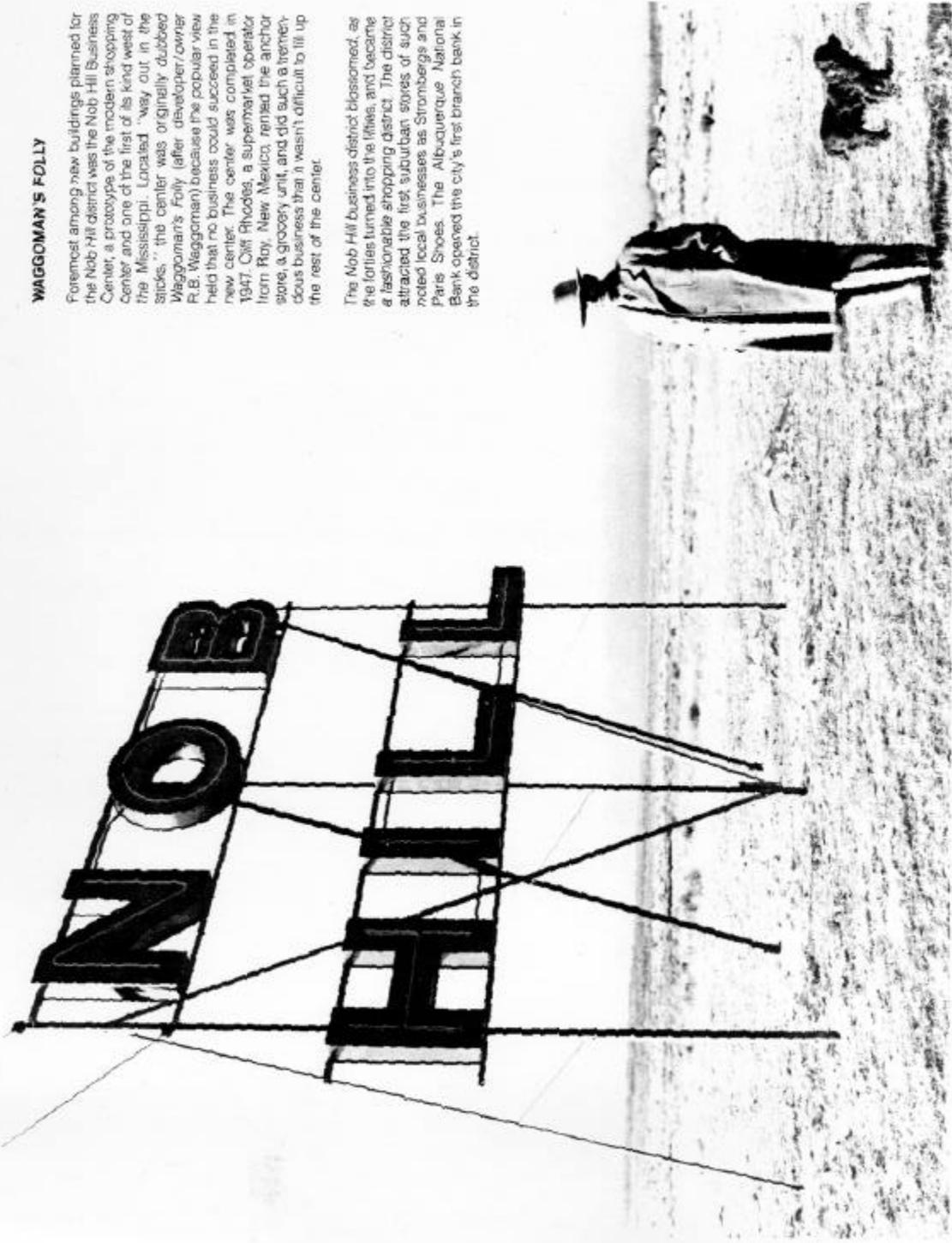


Lobo Block completed, 1938

WAGGOMAN'S FOLLY

Foremost among new buildings planned for the Nob Hill district was the Nob Hill Business Center, a prototype of the modern shopping center and one of the first of its kind west of the Mississippi. Located "way out in the sticks," the center was originally dubbed Waggonman's Folly (later developer/owner R.B. Waggonman) because the popular view held that no business could succeed in the new center. The center was completed in 1947. Cliff Rhodes, a supermarket operator from Roy, New Mexico, rented the anchor store, a grocery unit, and did such a tremendous business that it wasn't difficult to fill up the rest of the center.

The Nob Hill business district blossomed, as the forties turned into the fifties, and became a fashionable shopping district. The district attracted the first suburban stores of such noted local businesses as Strombergs and Paris Shoes. The Albuquerque National Bank opened the city's first branch bank in the district.

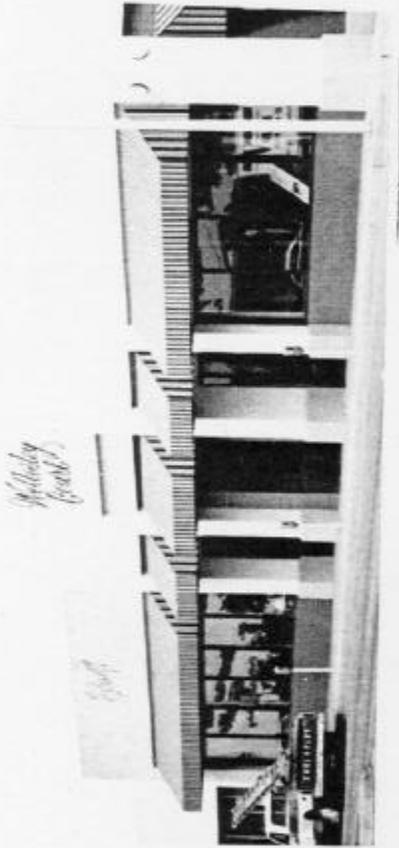


DECLINE AND REVITALIZATION

During the fifties and sixties, more modern shopping centers developed, first just east on Central at Highland, and then at Fair Plaza, located at Lomas and San Pedro. During the early sixties, two events occurred which shifted the focus away from Central Avenue and the Nob Hill area and dramatically altered the fabric of the city. These were the construction of the Winrock and Coronado regional shopping malls and the construction of I-40 and I-25, the Interstate highways replacing old U.S. 66 and 85. These events were the harbinger of new growth and development for Albuquerque but signaled decline for many businesses in the Nob Hill District. The community turned to the new malls to meet their shopping needs, while the interstate diverted much of the traffic that once flowed down Central Avenue/Route 66.

The Nob Hill commercial district began to lose its luster. The appearance and condition of many of the buildings were allowed to decline and many structures were lost to demolition. Some of the older motels were reduced to marginal businesses and adult establishments appeared in the area in the mid-seventies.

Since 1980, revitalization of the Nob Hill business district has accelerated. Key projects have been the rehabilitation and adaptive reuse of the Monte Vista Fire Station for a restaurant in 1984, and the renovation of the Nob Hill Business Center in 1985. Other facade rehabilitations completed and underway are beginning to improve the appearance of the district. In 1984 the Central Avenue Association secured a Community Development Block Grant for landscaping the medians on east Central Avenue. In 1985, the district was chosen to participate in the National Main Street Urban Demonstration Project, sponsored by the National Trust for Historic Preservation, the City of Albuquerque, and the local business and neighborhood associations. New interest is focused on the special qualities of the Nob Hill district, including the area's thirties and forties architecture and its pedestrian character.



3225 Central NE, 1987



3500 Central SE, 1987

THE BUILT ENVIRONMENT

Since the late 20s, the American highway has been a major force in urban design. The section of U.S. Highway 66 which extended along Central Avenue through the suburban University and Nob Hill neighborhoods developed much of its architectural character during this period. The city's burgeoning growth after the war transformed the strip into an urban arterial, and the Nob Hill area became a dense, local, pedestrian-oriented shopping district.



3207 Central NE, 1987



3100 Block Central SE

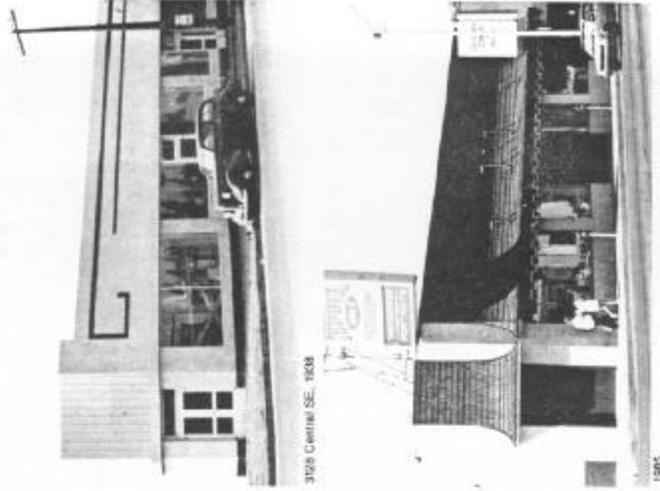
The character and form of the Nob Hill business district reflect its history and its dual role, serving both the commercial needs of the first Heights neighborhoods and the needs of the Route 66 traveller. Unlike other commercial strips in Albuquerque, the Nob Hill district possesses a unique set of characteristics which identify it as a distinctive shopping district.

There are two different parts to the 15 block long portion of Central Avenue within the designated Nob Hill area. The western half, from Girard to Carlisle, is pedestrian oriented and has strong streetwalls created by blocks of contiguous one and two story commercial buildings constructed at the sidewalk's edge. This pattern is occasionally interrupted by a service station, a motel or one of several setback buildings. The blocks in this part of Nob Hill are divided into standard 25 foot frontage lots. Larger buildings are set on groups of lots, and their facades are laid out in 25 foot segments.

The eastern half, from Carlisle to Washington, includes many motels, as well as parking lots vacant lots and buildings that are set back from the sidewalk to create parking directly off of the street. While there are pedestrian-oriented blocks, this half of the district is more oriented to the automobile.

The commercial vernacular style of building facade, characteristic of store-front row buildings, typically has large plate glass display windows and is finished with Art Deco or Moderne details. These details include ceramic tiles on the bulkhead and sometimes the window frame, rounded corners, glass block and neon signs. Storefronts also suggest the Southwest Territorial Revival look with flat walls, a stucco finish and a cornice line edged with a brick coping.

While these features have been obliterated on many buildings, old photographs and close examination of the facades may reveal the original materials and design.

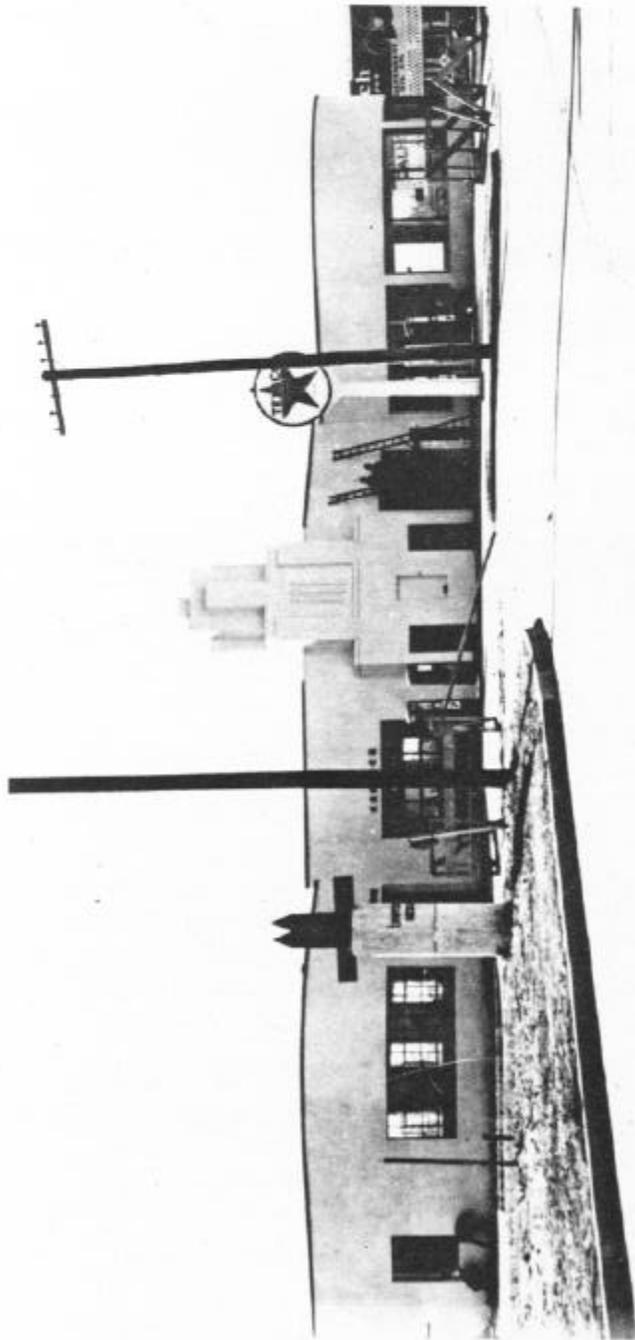


3128 Central SE, 1938

1947



3105 Central NE, 1947



Roadside Architecture or Drive-in/setback buildings are oriented toward the automobile rather than the pedestrian. This type of building includes motels, gas stations and drive-in restaurants. Some of these buildings show, in their thirties' and forties' International Style and Moderne design, the curved volumes associated with motion and streamlining, and towers making them visible at a distance to rapidly approaching cars.

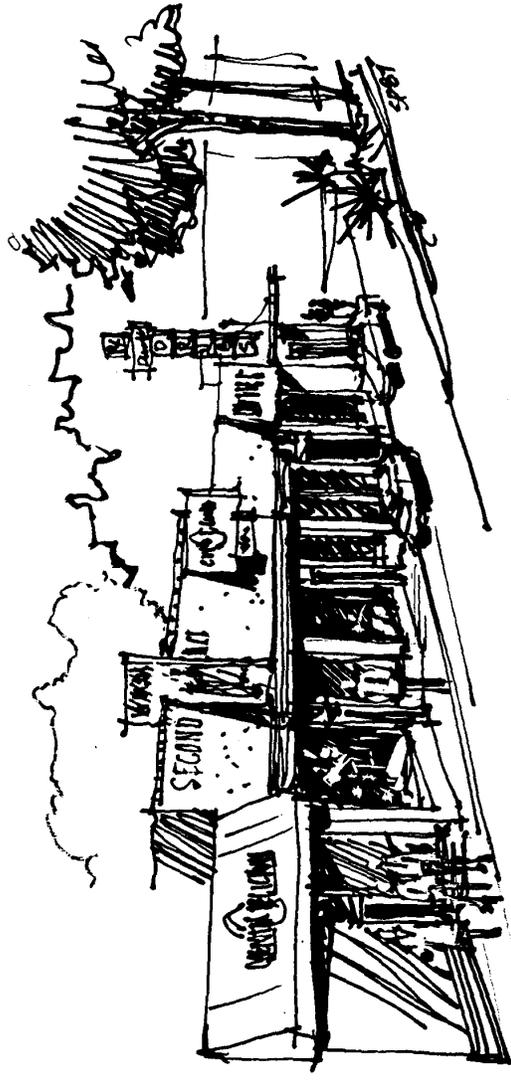
Stand-alone buildings in the Nob Hill area were generally special purpose buildings or offices which were neither oriented toward the pedestrian shopper nor the automobile. While these are few in number, they provide some striking examples of period architecture.

Many of the buildings in the Nob Hill district are significant because of their architectural excellence and their place in the history of both the city and American architecture. They add value to Albuquerque because they are unique or rare examples of their kind.

Together, these design characteristics give the Nob Hill district its unique identity. They are assets upon which merchants and property owners can capitalize in revitalizing the Nob Hill district.

3226 Central SE, ca. 1939

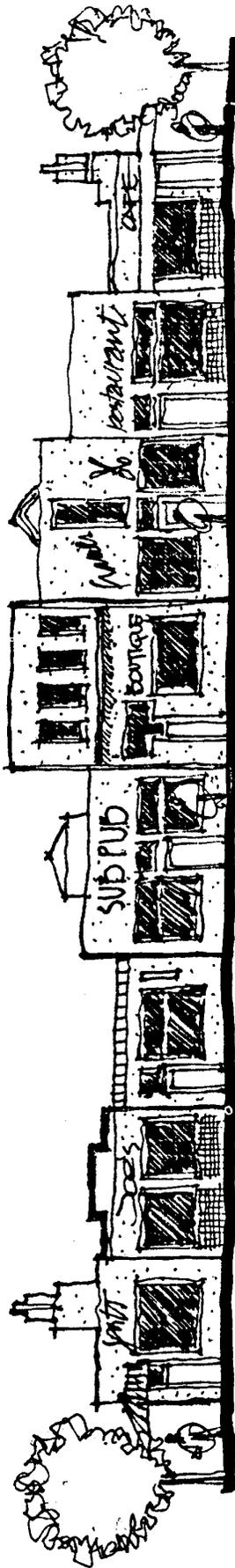
**DESIGN
GUIDELINES**



Whether beginning with an existing building or a vacant lot, you will want to consider some basic tenets in planning your course of action. As a merchant, professional, property owner or property manager, you recognize that your building communicates a lot to customers, clients, and neighbors.

Storefront and building improvements and new construction projects which are based on sound design principles can bring new life to the commercial district and contribute to the success of every business in the Nob Hill area. Changes and additions which are not sensitive to the best qualities of Nob Hill are more likely to create a disharmony of elements and negative appearance.

Improving Existing Buildings



Reasons for improving your building or facade include:

- **Increasing your business.**
A facelift will improve the image of your business, attracting new customers and letting old customers know that you are an active, ongoing concern.
- **Attracting tenants.**
If you are a landlord, you will find a renewed appearance will attract quality tenants.
- **Increasing the value of your property.**
Your property or leasehold will have a greater value in the marketplace if its appearance is equal to or better than that of its neighbors.
- **Extending your building's useful life.**
Building improvements and maintenance will greatly add to the number of years that you can expect to have a return on the investment you have made in your buildings.

The types of improvements you can make to your buildings or facade generally fall into one of the three following categories:

REHABILITATION means taking corrective measures which improve the appearance of a building while preserving the essential historical or architectural character of the structure. Of necessity, rehabilitation may require the introduction of entirely new elements in order to adapt to changing needs and modern materials; but this is balanced by care to preserve valuable existing qualities.

In storefront row buildings built as a single unit, the integrity of the row can best be preserved and enhanced through uniform treatment of the individual facades with respect to such elements as color, cornice line and decorative materials. Storefronts built as individual units may allow for more liberal interpretation during rehabilitation, as original development included greater variety of treatment.

Roadside architecture or drive-in/setback buildings are varied in configuration, use and style, calling for careful consideration in the planning of rehabilitation.

In stand-alone buildings, the key issue is one of strengthening the relationship of the building with the street and surrounding buildings while inviting pedestrian access. Utilization of such devices as landscaping, low walls and arcades at the property line will reinforce the connection of the stand-alone structure with the street. Primary entries and windows — preferably display type — should be kept in the street facade, and pedestrian access should be clearly delineated and accented with lighting.

The primary goal in rehabilitation is to **return the building to good working order.**

RESTORATION means the repair and renovation of a building with the intent to return it to its original appearance at some specified time. Historical research has shown that many of the buildings in the Nob Hill area originally had interesting design features which have been covered over or obliterated during the passing years.

The primary goal in restoration is to **return the building to its original condition.**

REMODELING is the alteration of a building sometimes to the extent that its essential and characteristic features are obliterated. While this form of "improvement" may be appropriate for some buildings in the Nob Hill area, many buildings would benefit the most from a rehabilitation which preserves their original character.

The primary goal in remodeling is to **provide a different look, or to accommodate new functions.**

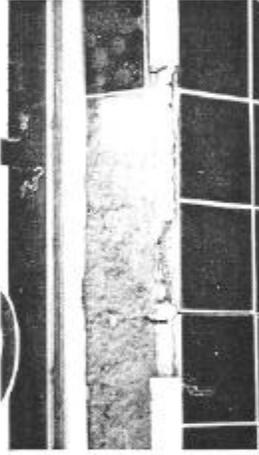
Getting started:

The process of rehabilitating your building or facade can be an exciting and personally rewarding experience if you become an active participant in the design process.

The first step is to take a careful look at the exterior facade.

Look closely

Is the paint on the trim weathered or peeling? Is the stucco stained or cracked? Are there broken or missing tiles? How do the window displays appear to your customers? If you were shopping, would you be attracted by your building's appearance?



Research your building

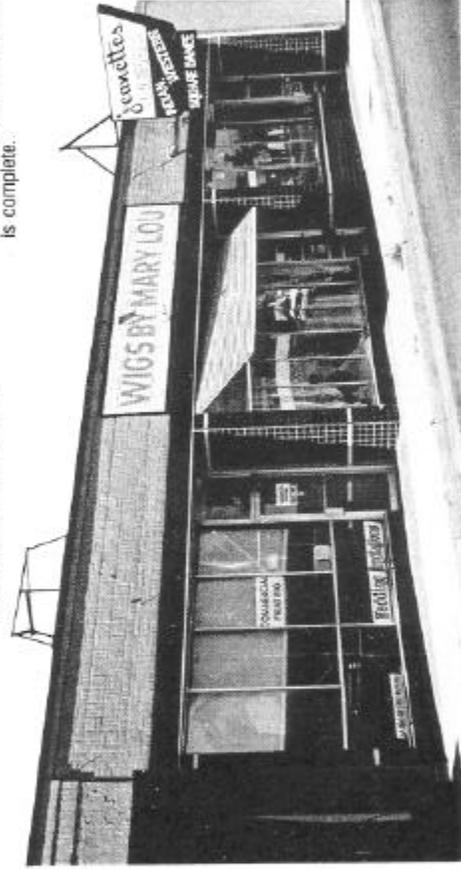
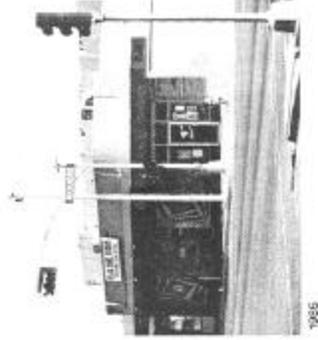
What did it look like originally? How has it been altered over the years? Start by finding the date your building was constructed; check your ownership deed or ask your landlord. A photograph of its original appearance may be available in *Albuquerque Progress*, a magazine published between 1934 and 1964, available at the Albuquerque Public Library. Many of the buildings in the Nob Hill area built in the 1930s, 1940s and 1950s had interesting details and design features which have been lost to insensitive remodeling.

Consult with an architect

If your renovation or remodeling job will cost \$80,000.00 or more, your construction documents must be prepared by a licensed architect. Your architect will not only know how to make your renovations conform to the building and life safety codes, including the requirements for accessibility to handicapped persons, she or he will be able to help you develop a long-range design plan. With a long-range plan, you can accomplish your improvements in phases while you assure that all the work will create a unified appearance when it is complete.

Look from across the street

How does your building fit in with the other buildings on your block? Examining the building's proportions, the size of the windows and entry, the rhythm of the block and materials and textures. Do the buildings on your block work together or compete with one another?



Follow these guidelines if done properly, even small improvements such as painting, cleaning, new signage or awnings can have a major impact on the appearance and value of your building.

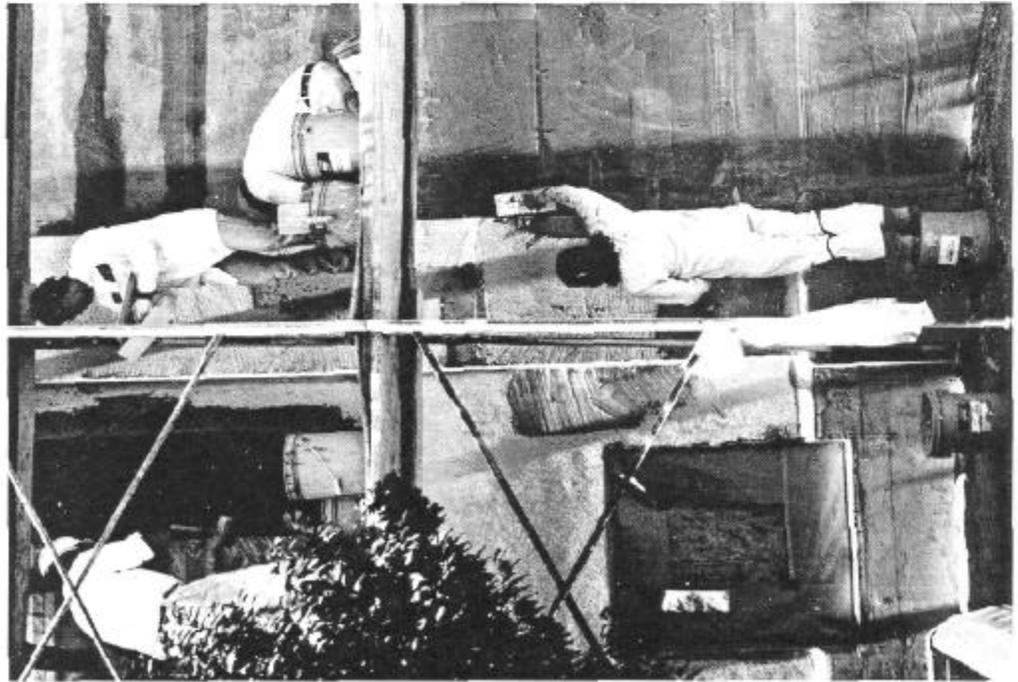
New Construction

The scale and cohesiveness of the Nob Hill district are among its strongest features. New buildings or additions should be designed to fit harmoniously into the existing architectural context. For both small, individual infill projects and larger projects, new construction can enhance and strengthen the special character of the Nob Hill area by adhering to the design recommendations illustrated in these guidelines.

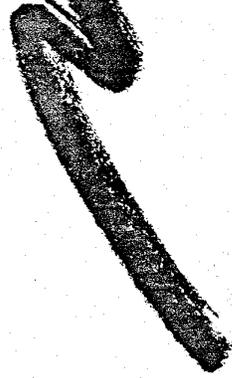
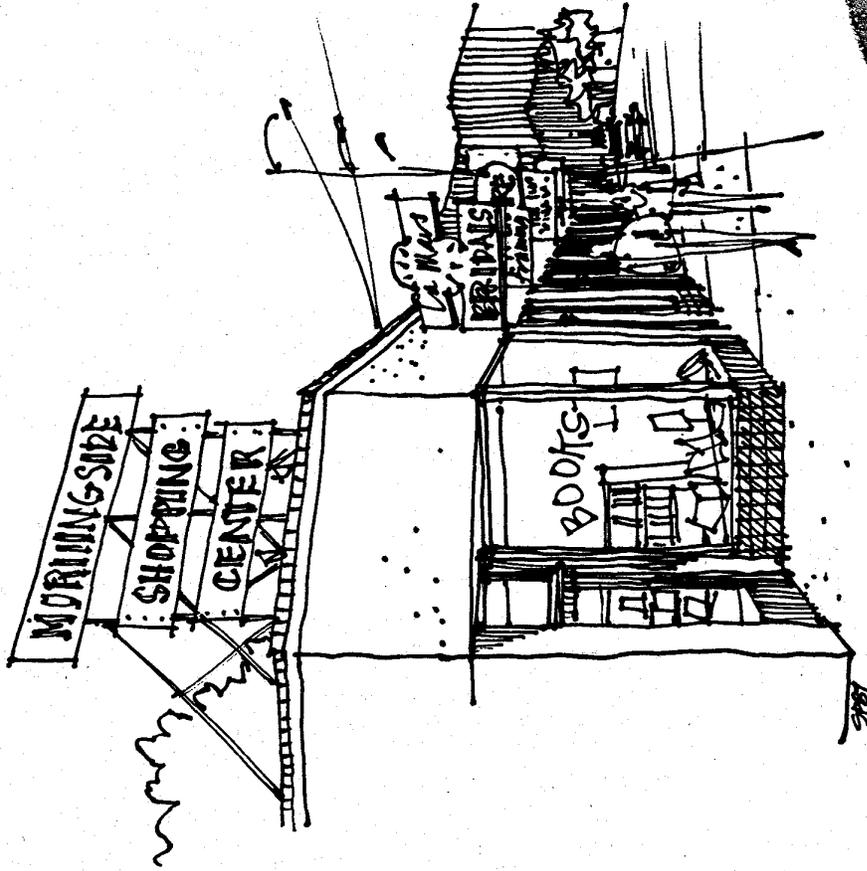
Unfortunately, recent construction trends have destroyed some of the Nob Hill district's special identity by breaking its scale and continuity. These trends include replacing storefront row buildings with setback buildings and siting parking lots directly on Central Avenue. If these trends continue, the Nob Hill district will become just another commercial strip undistinguished from other such strips in Albuquerque.

Before beginning new construction, get to know the district. Use an architect who is familiar with the area and who understands the importance of making new development fit.

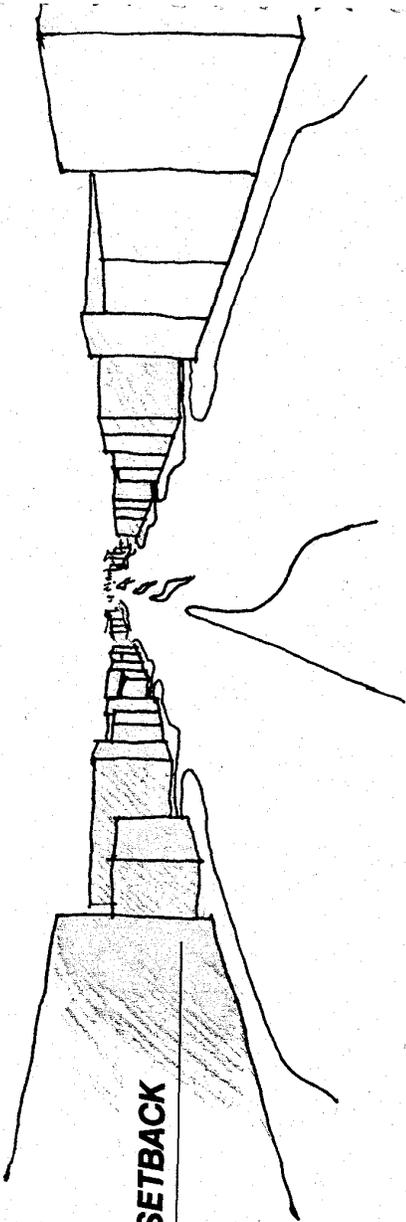
New buildings may take many forms; they need not be historic replicas. More important is an awareness of how the pieces of new construction fit together with the other elements in the area. Because every site has its own design constraints and opportunities, prescriptions are not offered in these guidelines. If the designers of new buildings examine the qualities of the existing neighborhood to learn what principles create its special character, they can enhance and preserve the special environment of this segment of America's longest Main Street.



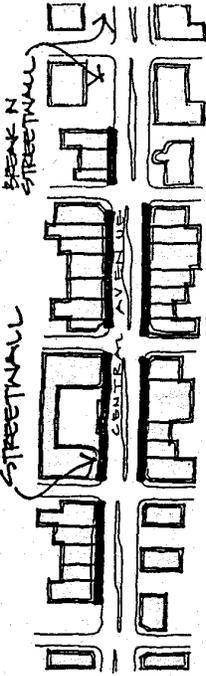
**DESIGN
RECOMMENDATIONS**



THE STREETWALL AND BUILDING SETBACK

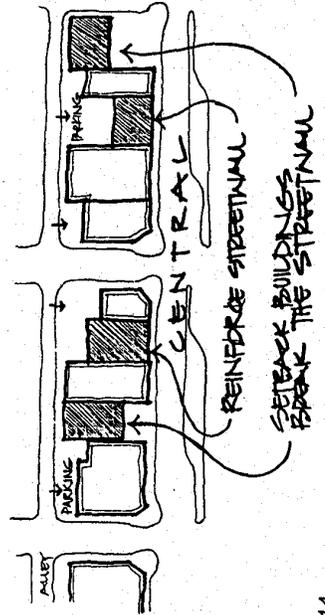


The term *streetwall* was coined to describe the way the street is enclosed and made a special place by the continuous row of storefronts at the sidewalk's edge on both sides of the street. The *streetwall* is the most important design characteristic of the Nob Hill district. The shop rows along Central Avenue in the Nob Hill area, with one interesting shop after another, provide a comfortable pedestrian environment - one which the shopping malls have attempted to recreate. Unlike the malls, individual stores in the district remain visually accessible to drivers who can easily identify their shopping destination.



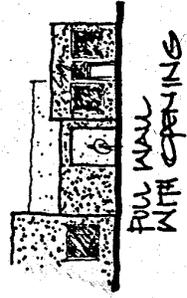
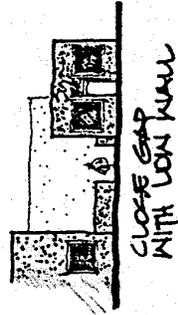
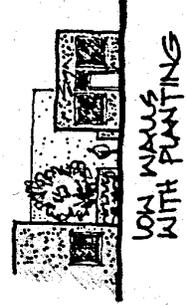
Unfortunately, the streetwall is also the most vulnerable characteristic of Nob Hill due to current construction trends. Gaps left by demolished buildings are like missing teeth. If the streetwall were frequently interrupted by parking lots and setback buildings, Nob Hill would lose all identity as a district.

- In all parts of the district, new buildings should help to fill in the streetwall. In order to reinforce the streetwall, new buildings should sit right at the sidewalk and occupy the entire width of the lot.



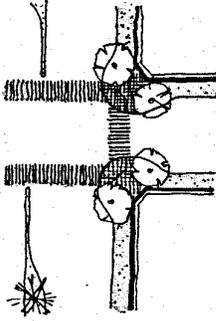
- Parking and service areas should be located to the rear of the building with access from an alley or sidestreet.

- Where setback buildings and parking lots currently exist, attempts should be made to strengthen the streetwall through the addition of landscaping and low walls.

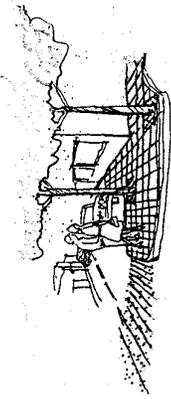


PARKING

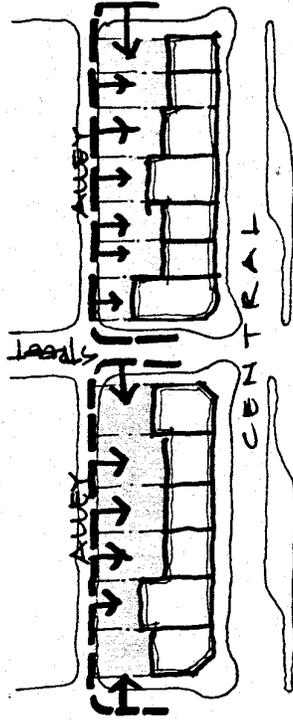
- Flared corners and textured crosswalks at entrances slow traffic and create a safe parking environment.



- Street trees and landscaping provide a pleasant environment, enhancing the appearance of existing buildings and property.



OFF-STREET PARKING



- Off-street parking should be in the rear of the buildings, off side streets and alleys. Alleys should be improved to provide better access and traffic flow.

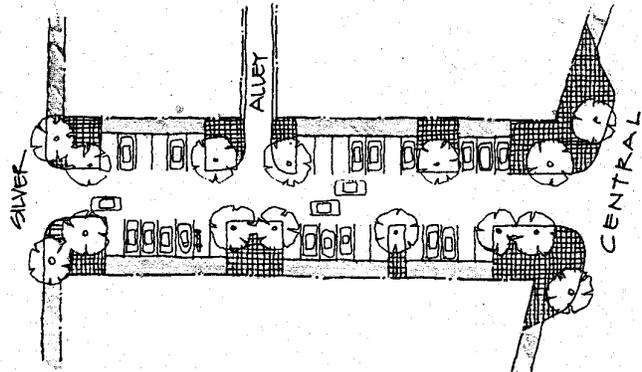
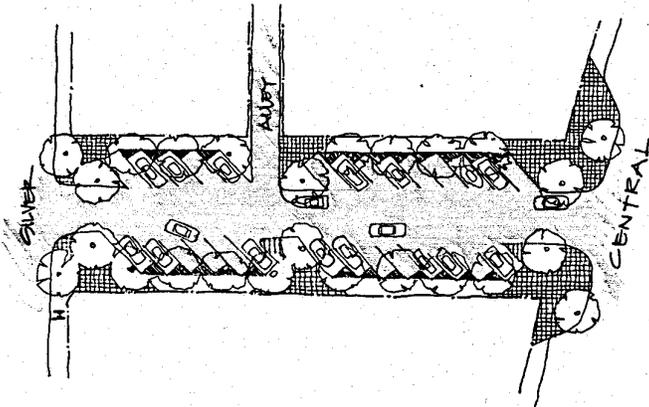
- Paving and striping existing lots will lead to improved efficiency and increased off-street parking capacity. Appropriate buffering should be provided where commercial uses abut residential areas.

- A parking arrangement using Central Avenue frontage is generally unacceptable.

Nob Hill is a linear commercial district. It was built out before current zoning and parking requirements were enacted. Lack of parking may prohibit new uses in existing buildings under current zoning ordinances. In the newer commercial strips, parking is provided on-site at the front and side of buildings. This approach would destroy the district identity and pedestrian characteristics of the Nob Hill area. Providing parking adequate to meet district needs while maintaining the district's identity and without encroaching on surrounding neighborhoods is one of the greatest challenges faced in the Nob Hill area's revitalization. In most cases, adequate parking cannot be provided on-site by individual property owners. Parking solutions must address parking needs on a block-by-block and area-wide basis.

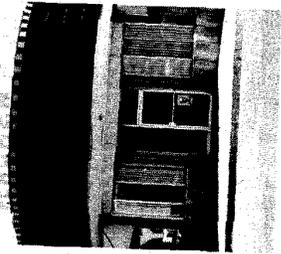
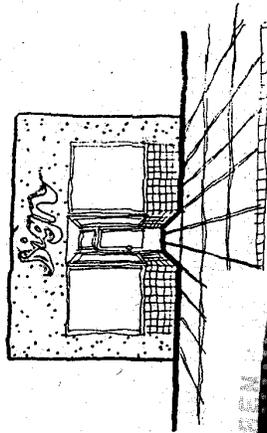
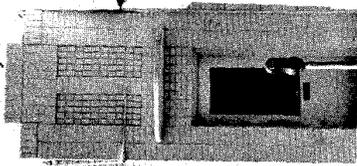
SIDE STREET PARKING

Streets between and including Amherst and Richmond for one block to the south of Central Avenue and in some cases one block to the north have 75 feet of public right-of-way with only 36 to 60 feet of street pavement. These streets provide adequate right of way for 90 degree or 60 degree angled parking while still maintaining a two way traffic flow from adjacent streets. In some cases, the parking capacity of these side streets can be doubled. Owners of all property adjacent to a side street which is being considered for conversion to a parking lot must agree with the intended action, and a formal request must be filed with the City of Albuquerque.



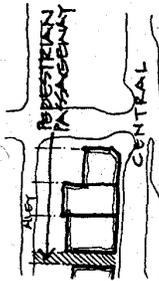
ENTRIES

Recessed entries are common. They create an inviting transition zone: a place to browse, view the window display or just "duck in" from the heat or rain.



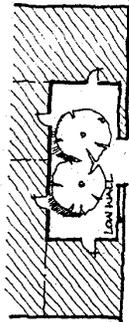
- The main entrance should be at the front of the building in order to provide an open invitation to potential customers and strengthen pedestrian shopping activity.

- Larger developments may wish to create a midblock passageway to serve several buildings.

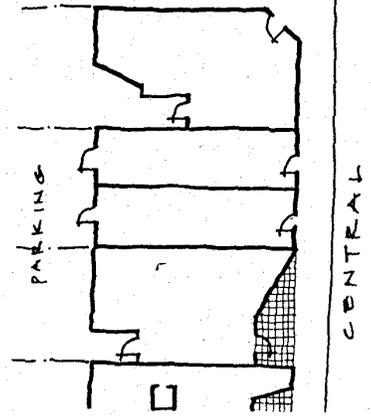


- End-of-the-block buildings should take advantage of prominent corner locations with angled corner entries.

- Courtyard entries can extend the sidewalk space while maintaining the continuity of the streetwall.



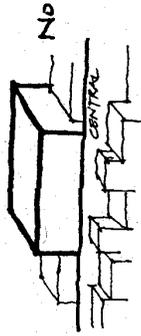
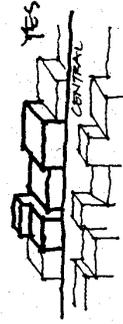
- In order to connect with rear parking, midblock locations may require a rear entry in addition to the main front entrance. The challenge of having two entries can be dealt with through the careful organization of interior space. Rear facades may require a facelift if rear entries are used by the public.



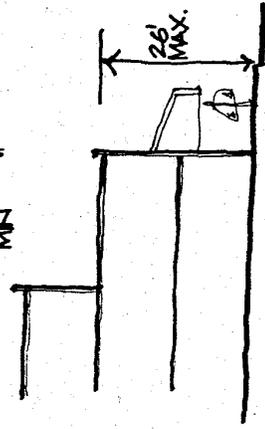
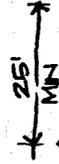
SCALE AND MASSING

The Nob Hill district is characterized by small scale commercial development, generally one story in height, which is comfortable to pedestrians and preserves views to the mountains.

- Rehabilitation and new building should respect the pedestrian scale of the district and avoid extreme differences in building height and mass.



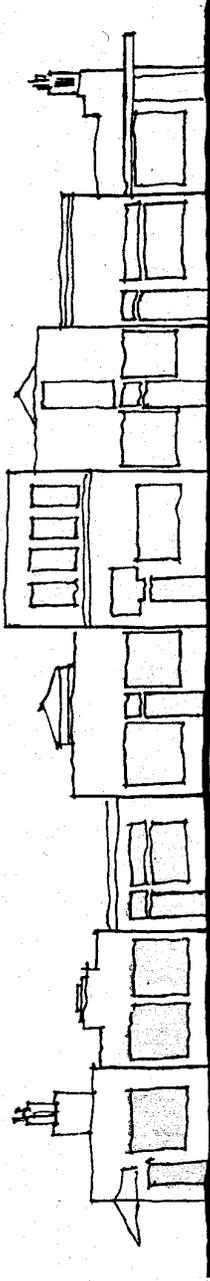
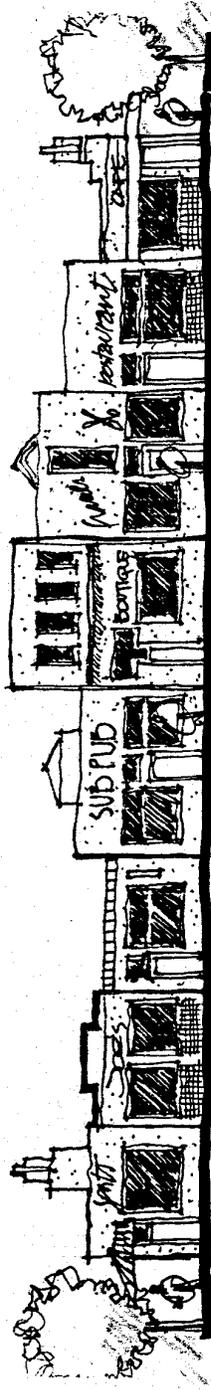
- New buildings of three stories or higher and tall additions to existing buildings should step back at least 25 feet from the street front above the second story, in order to reduce the impact of a particularly tall structure on a row of shorter buildings.



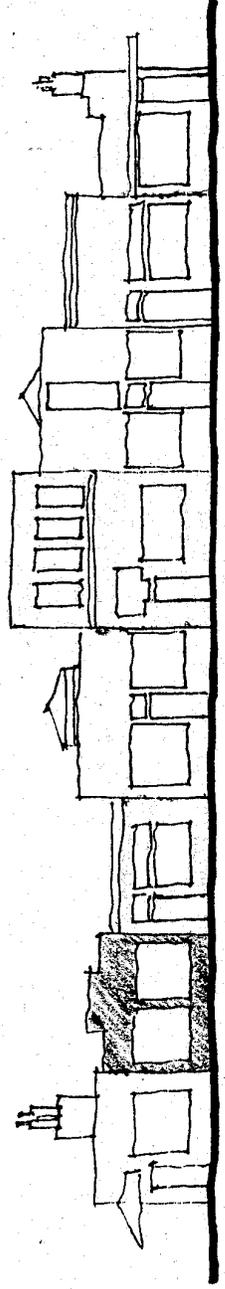
- Building height must meet solar access requirements of the zoning code.

VISUAL RHYTHM

Property along Central Avenue is typically divided into 25-foot-wide lots. The resulting pattern of 25-foot-wide storefronts establishes a visual rhythm for the district. The configuration and proportion of windows and doors strengthen this rhythm and provide common design elements for individual buildings on a block.



K 25' * 25' * 25' * 25' * 25' * 25' * 25' * 25' *



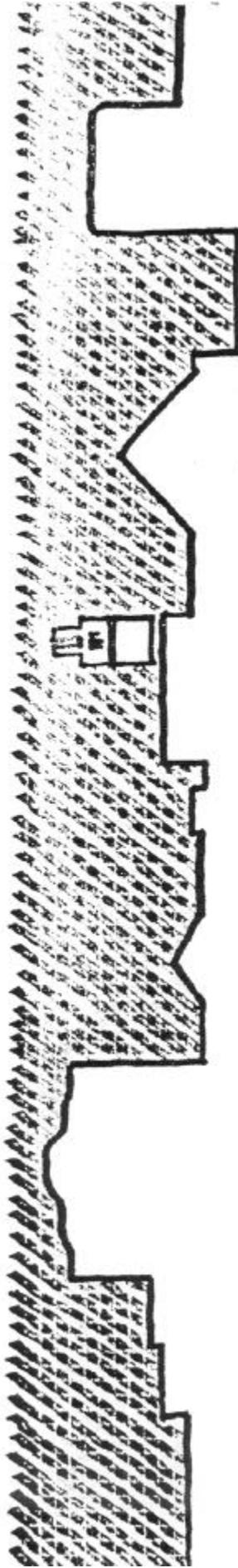
Facade rehabilitation or remodeling should maintain the standard window and door proportions and configuration for the block.

New or larger buildings should express the rhythm of existing buildings by dividing the building facade into 25 foot wide segments.

Parapets may be configured to express building segments.

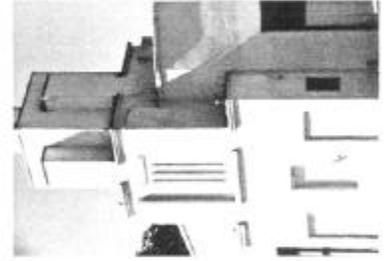
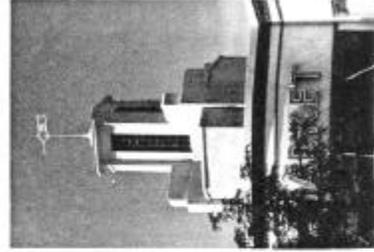
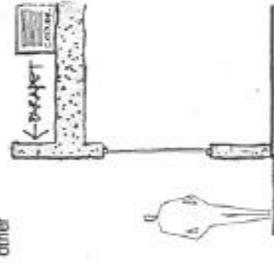
ROOFLINES, PARAPETS, AND TOWERS

Roofs in the Nob Hill district are typically flat, sometimes with stepped parapets or towers. The roofline is commonly edged with a brick coping. Towers are a unique and integral part of Nob Hill's historic architecture.



Parapets should extend above roofs to hide vents, coolers and other equipment.

Simply shaped parapets on new buildings may be used to create an interesting building profile or skyline when combined with neighboring buildings.

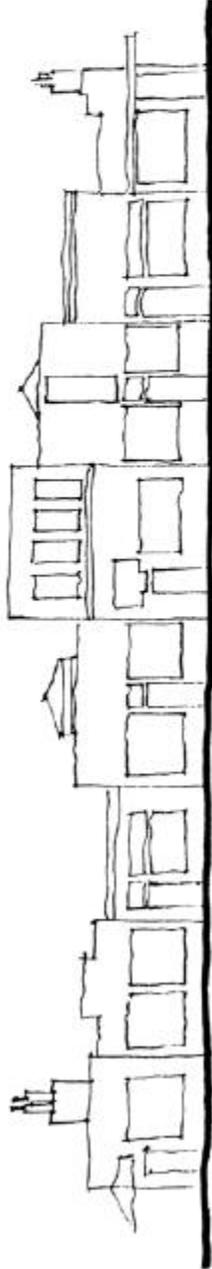


With careful attention to proportions and detail, new buildings may use towers to provide a dramatic impact on the district's skyline.

Pitched mansard, shave or shingle roofs are inappropriate for new building and as additions to existing buildings.

PAINT AND COLOR

Painting can be one of the most dramatic and least expensive improvements to a building. Painting at regular intervals, over time, is an essential part of maintenance and upkeep. It is also a practical way to visually tie together individual facades.



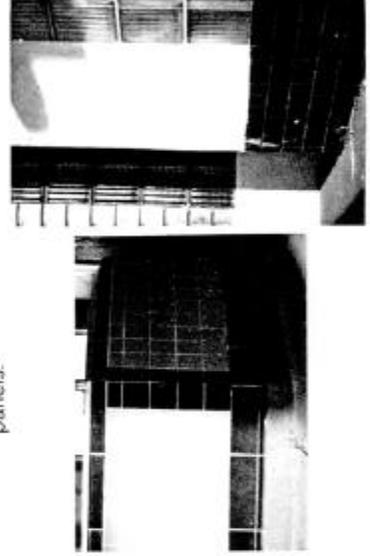
- Attention should be given to selection of appropriate colors, preparation of the surfaces, choices of paint type (oil or latex base) and finish (gloss, semi-gloss or matte). Normally, the previous paint type should be used in repainting. If possible, use oil base paint for wood.
- Color palettes and paint schemes on adjoining buildings should be compatible but not necessarily the same. A good rule of thumb is to use the same color to tie the storefronts together as originally designed where adjacent storefronts were built together as part of a row or large building. On the other hand, if adjacent storefronts were developed separately, they should read as separate units with different but compatible color schemes.

- Color should be used to unite building elements into a single composition, while at the same time highlighting important features like historic detailing, interesting motifs, special cornice treatment, signs, and storefront framing members.
- Color palettes should generally be lighter on the south side of the street, which is normally in shadow, than on the north, which is normally in the sun.
- Very dark and very bright colors are incompatible with most existing buildings and should be avoided unless there is a historic precedent.
- Some materials, like brick, ceramic tile, terra-cotta and glass should never be painted. Special techniques may be employed to maintain, clean, or repair and restore these materials.

MATERIALS

Use of appropriate building materials is a key to compatible rehabilitation. Materials common to the building styles in the Nob Hill district include: stucco, brick, porcelain enamel, terra cotta and structural glass. Ceramic tile is commonly used in the bulkhead below windows and as window trim.

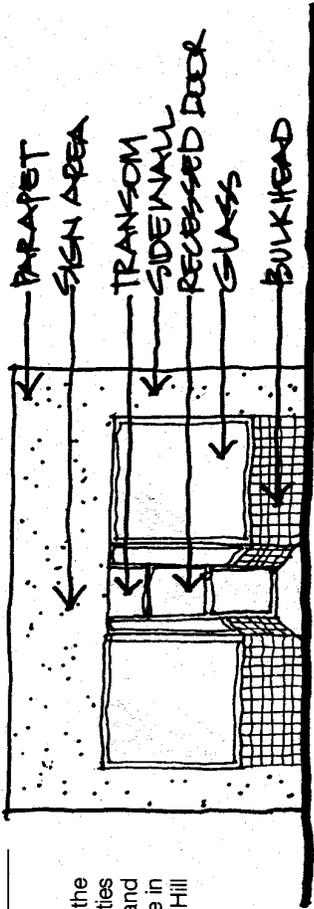
Inappropriate materials include exposed adobe, slump block, wood siding, aluminum siding, shingles or shakes, and plastic panels.



- Wherever possible the original appearance as determined by on-site inspection, photographic or other documentary evidence, should be restored.
- New materials should be matched with older materials which are visible on the structure or which are compatible with other buildings on the block.

BUILDING FACADES

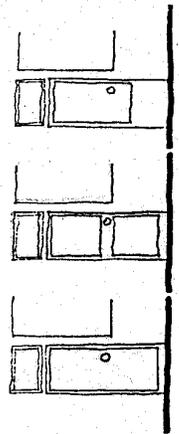
Building facades are important to the economic, functional and aesthetic qualities of a commercial district. Their design and physical condition play a substantial role in the health and well-being of the Nob Hill commercial district.



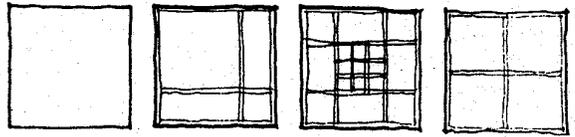
DOORS AND WINDOWS

Attractive entrances are essential to make customers or clients feel welcome as they approach a business.

- The storefront door is usually made of transparent glass framed in metal or wood.
- Mirrored or tinted glass should be avoided in order to retain visual access into the store.
- Bare aluminum doors should be primed and painted, unless shiny aluminum is a genuine design material in the facade.
- New doors should be compatible with the character of the facade. Avoid fake historic doors.



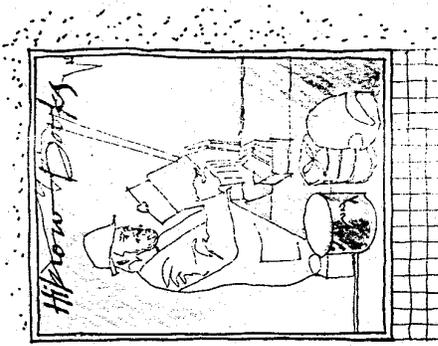
Facades in the Nob Hill district typically have large display windows. These are important functionally and aesthetically to allow potential customers a clear view of the merchandise on display.



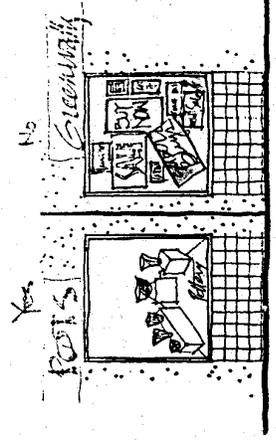
- The replacement cost of large sheets of glass may be reduced by dividing windows into separate panes using lightweight muntins.
- Windows should never be filled in or reduced in size. This destroys the proportions of the facade and presents the shopper with a lifeless image of your business.
- Wood and metal window trim should be primed and painted, unless shiny aluminum is a genuine design material in the facade.

WINDOW DISPLAYS

Window displays give customers their first impression of a business and its merchandise or services. The successful display requires careful attention and is an integral part of the storefront and the sales effort. The display window's purpose is to pique the customer's interest.



- Windows should be kept clean at all times and displays should be well lighted both during the day and in the evening.
- Avoid cluttering display windows with unnecessary posters or signage.

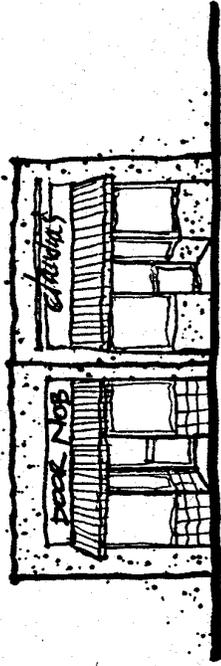


AWNINGS / CANOPIES

Historically, buildings in the district were fitted with colorful canvas awnings which were both functional and attractive. Both awnings and canopies protected shoppers from the elements and were an inexpensive way to provide color, vitality and shade to the commercial street. They also served as a distinctive background for signs. Awnings and canopies reduce cooling costs by shading the interior of storefronts with southern exposure.

Awnings and canopies are a good idea today for all the same reasons, but they need to be carefully designed.

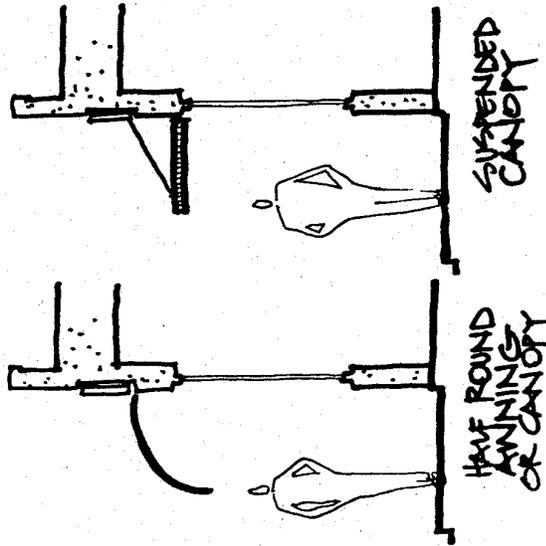
Suspended metal canopies offer a more permanent solution to shade and sun protection. These were traditionally used to compliment Moderne and International Style architecture and are most often trimmed in aluminum.



- Where a row of storefronts were developed as a single building, they should share awnings of the same style to establish visual unity.

- Awnings should be kept shallow in height in order to fit within the frame of the storefront and to avoid hiding the building's facade or distorting its proportions.

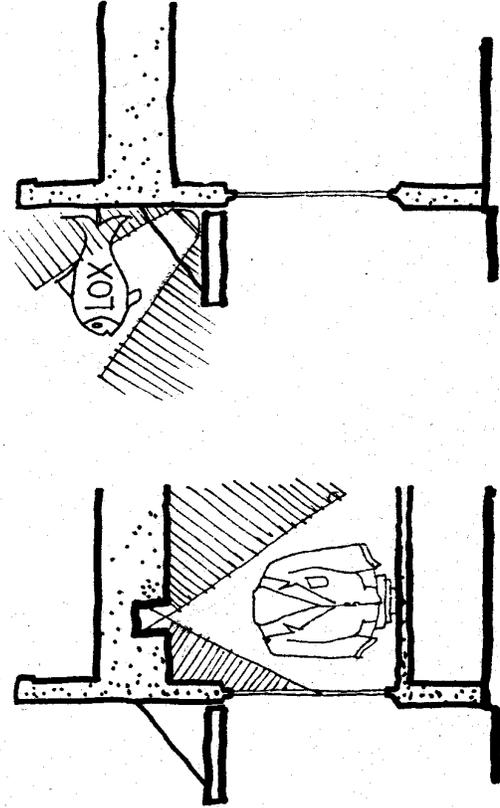
- When adding suspended metal canopies, give careful attention to proportions and detailing.



LIGHTING

The lighting of a building's facade has the dual purpose of advertising a business and discouraging crime. Spotlighting signs and details for the facade can be dramatic and effective.

Interior lighting after business hours helps to prevent break-ins by allowing passersby to view activity inside of a business. It also accents attractive window displays and contributes to the overall nighttime vitality of an area.



- Front and rear entries should likewise be brightly lit for improved security.
- Lighting sources should be carefully concealed. Where this is not possible, light fixtures should be compatible with storefront design.
- Incandescent and neon lighting provide a warm atmosphere and are encouraged.
- Outlining the cornice of one or more buildings in neon can have a striking effect.

SIGNS

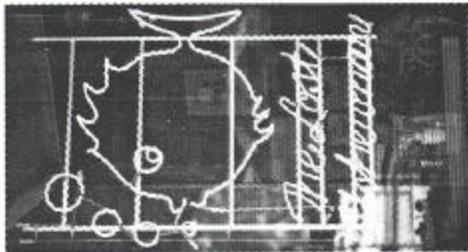
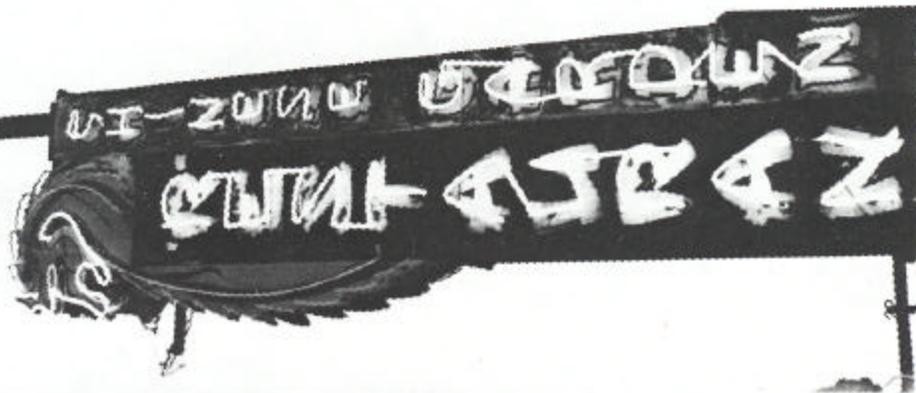
Signage is one of the most important features of a storefront, communicating the nature of a business and its products or services. Signs reflect a character and attitude for the entire commercial district. A sign in harmony with a building's scale, color, and style, can greatly enhance a storefront's appearance while serving its essential commercial function.

Historically, two types of signs were dominant in the Nob Hill district: the wall-mounted, individually-lettered signs popular during the 1930s, and the vertical, projecting signs which grew in abundance during the 1950s. Both made prodigious use of neon and exhibited a style which varied from the high style of 1930s art deco to the complexity of the neon jungle.

In the 1960s, neon began to decline in favor of plastic backlit boxes. These signs were less expensive to produce and required less care in mounting. Lettering styles became standardized, lacking the creativity and vibrance of neon. They also helped cover deteriorating building facades, serving as a poor substitute for rehabilitation.

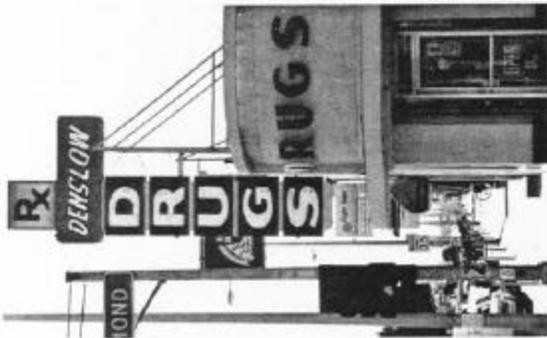
A major challenge in the Nob Hill district is to encourage sensitive signage which reflects the history and character of the district, and to discourage run-of-the-mill signage which contributes to visual clutter or transforms building facades into billboards.

With unlimited design potential, neon adds a vibrance which can be achieved through no other medium, and is now recognized as an art form in its own right. In 1995, both new and older neon signs in the Nob Hill district were included as part of a Central Avenue Drive-By/Neon Tour held in conjunction with the Albuquerque Celebration of The Arts.



Projecting Signs

Projecting signs from past decades were typically larger than today's standards allow.



Both the City Sign Ordinance and the Nob Hill Sector Plan should be consulted during the planning stage of a new sign.

Projecting signs should be vertically oriented, and project perpendicular to the face of the building.

This sign type can most successfully be designed as an ornament which crowns a handsome facade.



Wall-mounted Signs

Wall-mounted, unlike the plastic, backlit sign box, can act as an integrated component of the building facade without covering over architectural features. Signs that are too large, however, may ruin overall facade proportions, distort the scale of the building, turn it into a billboard, and break the rhythm of the streetwall.

Signs made up of individual projected letters mounted flat on the building face are encouraged.



Neon backlighting is useful to accent letters and light the sign at night.

Painted-on, wall-mounted signs should cover no more than 20% of the building's facade.



Exterior spotlighting may be used to illuminate painted-on or panel signs.



Window Signs

Care must be taken to design window signs which maintain good visibility into and out of the building's interior. This allows shoppers to easily view merchandise. Because criminals target shops where they are less likely to be seen, keeping windows visually open also can deter break-ins.

Opaque stickers and posters should be minimized to avoid visual clutter.

Graphics and logos painted directly on the glass can dress up plain windows.

Neon is ideal in window signs because it leaves windows transparent and offers unlimited design potential.

Pedestrian Oriented Signs

Hanging sidewalk signs and portable sandwich signs take advantage of Nob Hill's pedestrian orientation. The pedestrian should always be considered when planning business signage.

When a building contains multiple storefronts, signage for all businesses should be of a consistent design and location.



Portable backlit signs and pony panels are incompatible with Nob Hill's character.

A Special Note About Existing Signs in The District.

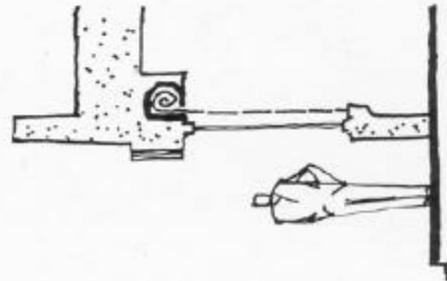
In 1976 the City of Albuquerque enacted a sweeping sign ordinance which helped to alleviate the growing visual clutter along our city streets. Both size and number of signs are affected. The sign ordinance has failed, however, to recognize the special qualities which some signs contribute to a particular area, and as a result, has outlawed some of Nob Hill's historic treasures. Remnants of Route 66 still exist as exuberant and colorful signs which once beckoned highway travellers; those signs contribute to the history and identity of Nob Hill the same way certain buildings do. Efforts to preserve the best of Nob Hill's historic signage are strongly encouraged.

Security Curtains

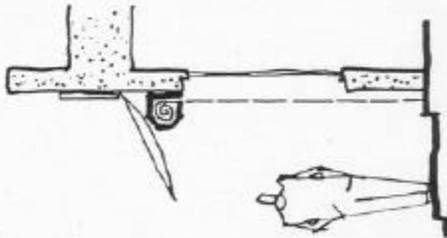
Fixed security bars on the exterior of a building obscure a building's features and may contribute to a combat zone image. Shoppers feel unsafe in frequenting such areas.



- Alternatives to fixed security bars include retractable chain curtains and security fences which can be installed inside of the storefront behind windows, doors or display cases. They are designed to fold out of sight during the day, and pull into place after business hours.



**INTERIOR ROLL
DOWN GRATES**



**EXTERIOR
MOUNTED ONLY
IF CONCEALED**

- Roll down security curtains should be the see-through type. These are more attractive than solid curtains or bars and provide the extra measure of security that comes from being able to see activities inside the store at night.
- Other security measures are available. The Albuquerque Police Department's Crime Prevention Unit should be contacted for a free security inspection.

STYLES

The Nob Hill area is distinguished by its own particular variety of architectural styles. These contribute to the visual and historic interest of the district.

Because this area developed in the thirties, forties, and fifties, as a district oriented to the automobile, its general character is one of modernity. To be modern during these decades meant to abandon traditional styles for the sleek, machined look characteristic of International, Art Deco, and Streamlined architecture. At the same time, the strong local sentiment for Spanish-Pueblo and Territorial styles led to the incorporation of these stylistic elements into many buildings (see Appendix for a description of these styles and buildings of architectural and historic significance).

- Learn about the architectural style, or style of ornament, of your building so you can repair or restore it to an appearance which will enhance its essential interest and appeal and remain in harmony with neighboring buildings.
- Changing an existing facade for a new one in a traditional period style such as Victorian or Colonial, or in the rough textured wood or adobe styles which expressed the return to nature of the sixties and seventies is inappropriate.
- Pseudo-historic styles detract from the character of the area by compromising what is truly historic.
- New buildings should offer contemporary interpretations of predominant styles in the district.

ROADSIDE ARCHITECTURE

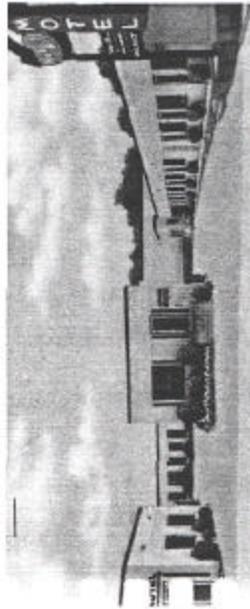
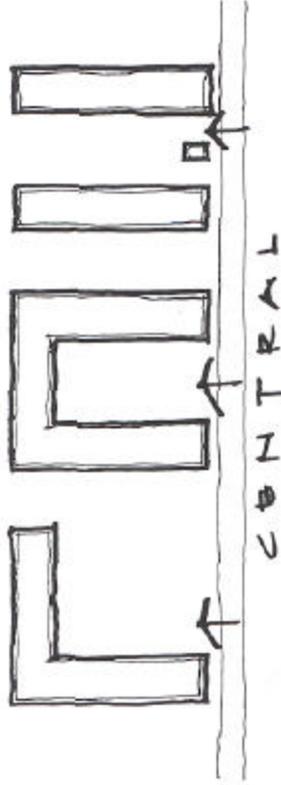
The term roadside architecture is used to refer to buildings, beginning in the 1920s, which were located on the highway and oriented to the growing use of the automobile. These included gas and service stations, auto courts, cafes, and their modern day motel and fast food descendants. The designation of Central Avenue as Route 66 in the 1930s led to the early development of classic roadside architecture in the Nob Hill area. Many of the remaining thirties and forties examples of these building types represent outstanding architectural styles of their period. These buildings require careful consideration in their rehabilitation, whether for continuing the present use or for adaptive reuse. Some are worthy of restoration.

MOTELS

Motel is a term coined from the integration of motor hotel. Its predecessor, the tourist court or "campground," was generally made up of individual units or cabins. The "modern" motel which was developed during the late 1930s had an "L", "U", or "I" configuration. The older "I" shaped motel generally had a central office block. While the earlier motels were one-story linear

buildings set back from the highway, those of more recent vintage are generally larger and two-story.

The older motels in the Nob Hill area exhibit regional architectural styles including Pueblo Revival and Spanish Territorial Revival. These styles are important to our regional architectural heritage and the character of the Nob Hill area.

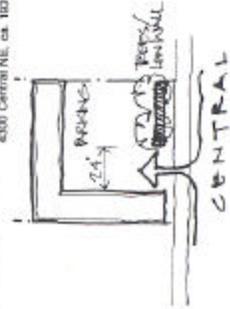


3712 Central SE, 1930s unknown



4300 Central NE, ca. 1930

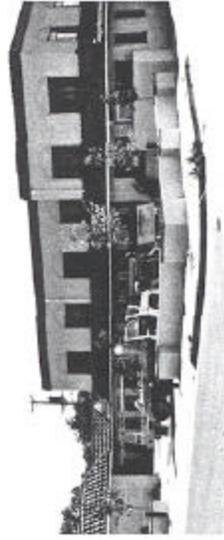
- The improvement or adaptive reuse of older motels exhibiting strong regional style should restore or enhance original architectural features and details.



- Additions to motels, where that is practical, should follow the traditional "U", "L", and "I" configurations. The central office building should be retained where that is an original feature.
- Infill of the parking area is not appropriate and may not be possible, given parking requirements.
- Vehicular access from curb-cuts should be clearly delineated and kept to a 24-foot maximum.
- In those cases where the central parking area fronts on Central Avenue, the connection between the street and the building should be defined through landscaping and low walls. This will also help to discourage loitering by unauthorized persons.
- Walls should match original building materials and colors.



4020 Central SE, 1956



1907

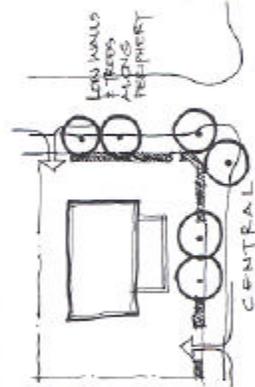
GAS AND SERVICE STATIONS

Yesterday, as today, gas stations were generally located on corners for both physical and visual access. Some of the best local examples of thirties and forties international style architecture can be found in the Nob Hill area's older gas stations. This style typically included rounded corners and cubist towers which allowed instant identification from a rapidly approaching automobile. Surviving structures in the Nob Hill area generally no longer fulfill their original use and many are candidates for rehabilitation and adaptive reuse.



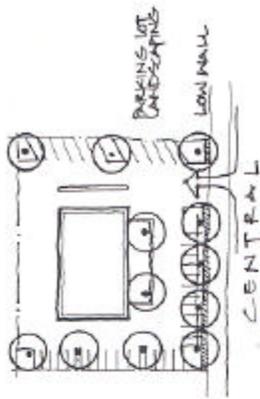
3523 Central NE, 1987

- The original form and character (proportions, massing, materials, and entry, door and window configuration) should be retained or restored.
- Any modern additions should be in keeping with the original character of the building.
- The connection with the pedestrian and the street should be strengthened through landscaping and low walls.
- Canopies, typical of period gas and service stations, should be retained and rehabilitated or restored.



DRIVE-IN RESTAURANTS

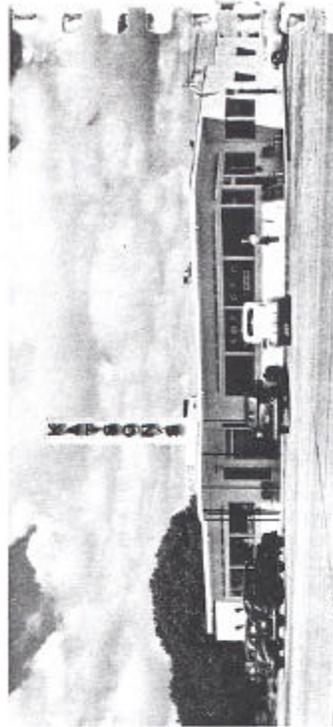
While there are no surviving examples of intact vintage drive-in restaurants in the district, their descendants — the fast food restaurant with a drive-up window — are found in the district. These newer buildings follow the old pattern of a small central building located in the middle of a parking lot.



- These set-back buildings should strengthen their connection with the pedestrian through parking lots landscaped to shade cars and provide visual relief from the expanse of asphalt.
- Landscaping and low walls should be located around the parking lot's perimeter.
- Curb-cuts should be limited to a 24-foot maximum and be clearly delineated.

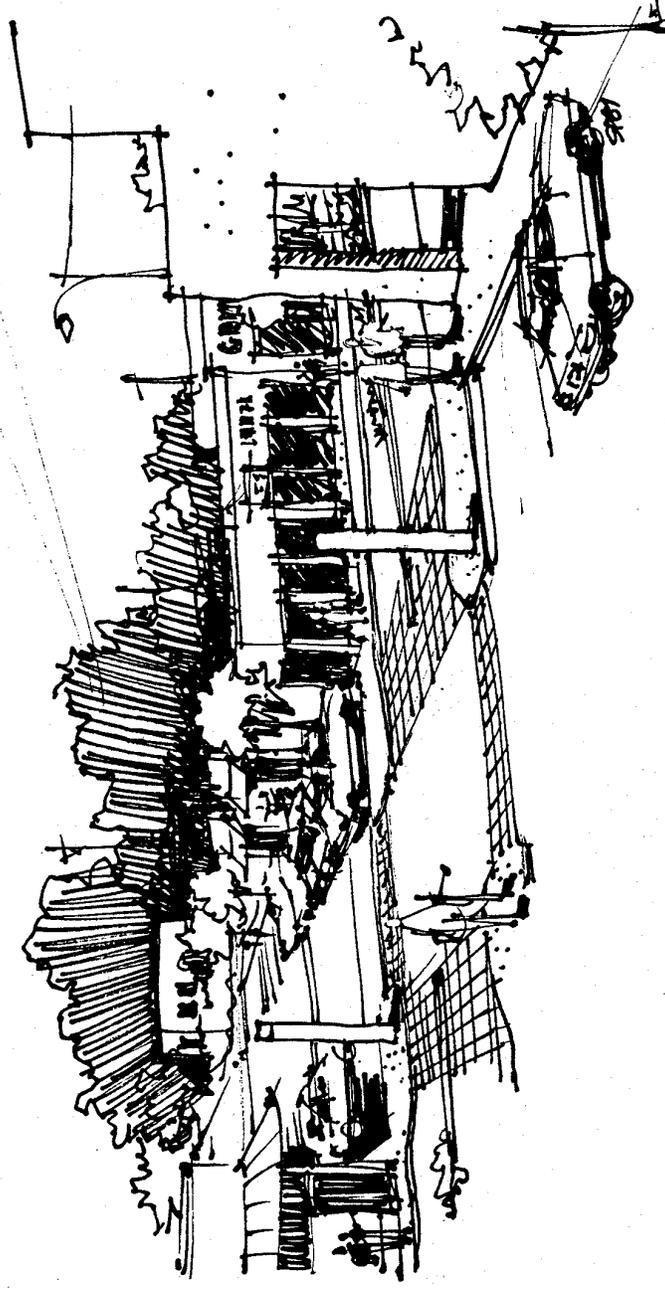


3838 Central SE, 1987



Central Avenue Drive-in, near UNM, ca. 1940

**DISTRICT
IMPROVEMENTS**



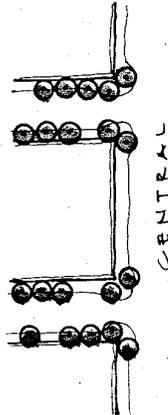
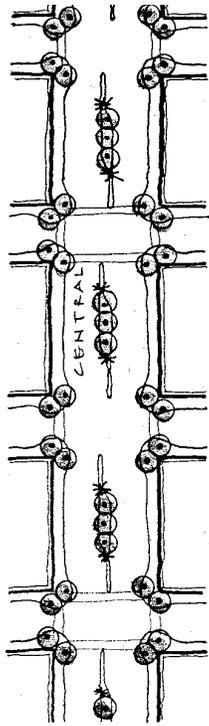
Improvements to the public right-of-way can act to unify the commercial district, providing a cohesive element within the architecturally varied commercial strip, and enhancing the entire district's unique identity.

District improvements may be implemented by the City of Albuquerque through the Capital Improvement Program (CIP), through the Urban Enhancement Trust Fund or through a special assessment district. Improvements such as special sidewalk paving, street trees, banners, trash receptacles or bus stop benches may be donated or paid for by individual merchants, property owners or local business and neighborhood associations.

The challenge is to insure that, as improvements are made over time, they will be carried out in a complementary manner and style to strengthen the visual identity of the district as a whole.

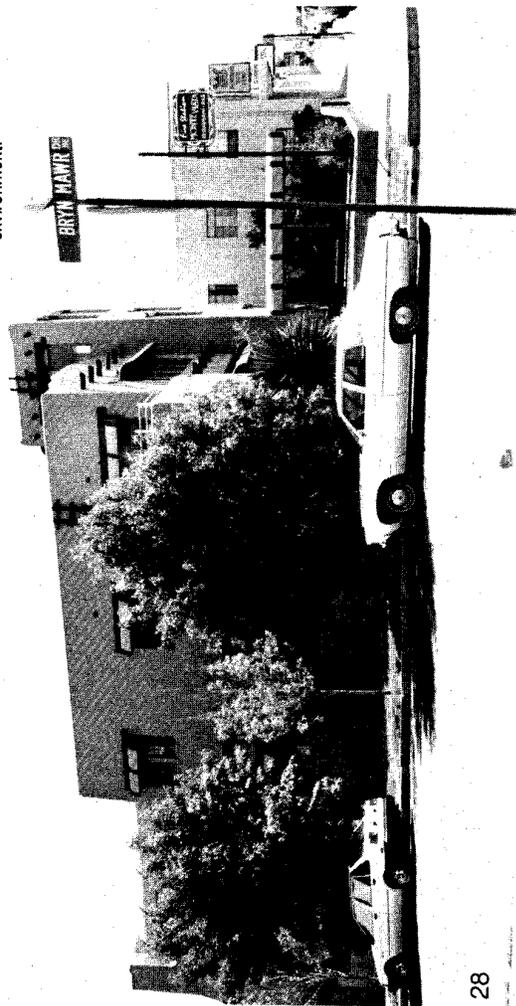
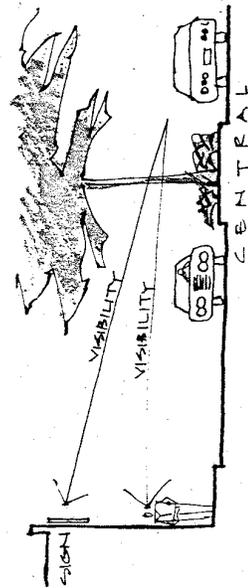
LANDSCAPING

- Medians should be planted with trees at regular intervals to form a "greenway" and help establish a visual rhythm.
- Suggested species include Honey Locust, Modesto Ash and London Plane.
- Sidewalk trees on Central Avenue in the Nob Hill area are discouraged because they hide building facades and signage.



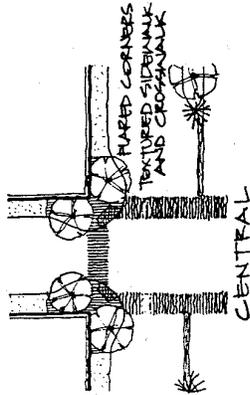
- Trees should be pruned high (8 feet) to form a canopy and to avoid creating "blind spots" between pedestrians and drivers or blocking the view of businesses.
- The ends of medians near intersections and crosswalks should be planted with a low (30" or less) groundcover of southwest plants or flowers in order to maintain clear views of pedestrians and motorists.

- Trees on sidewalks feeding onto Central Avenue are encouraged. These help provide a visual transition between the residential neighborhoods and the commercial district and create a pleasant pedestrian environment.

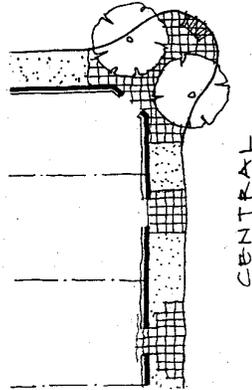


SIDEWALKS

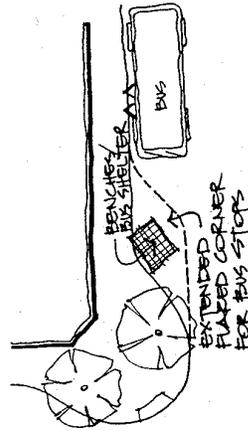
- Cluster trees at flared corners to create a rhythm of block-long spaces. Clusters of trees on corners provide visual relief, help frame the block and provide a regular identifiable rhythm for the district. These groupings can be combined with benches and bus stops for pedestrian comfort. Landscaping should maintain the clear sight triangle.



- Flared sidewalks at intersections shorten cross street distance and provide better visibility and greater safety for both pedestrian and motorist. They also create space for clustering street trees.
- Textured handicap ramps should be incorporated in all curb replacement programs.

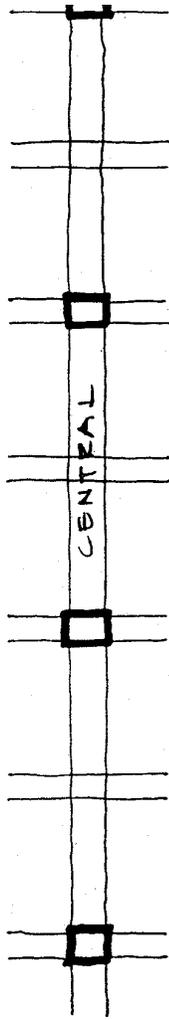


- Bus stops should be improved with benches and shelters. These not only provide comfort but also make it easier for pedestrians and motorists to identify stops. The use of flared corners at sidewalks offers an opportunity for providing bus pull over areas.

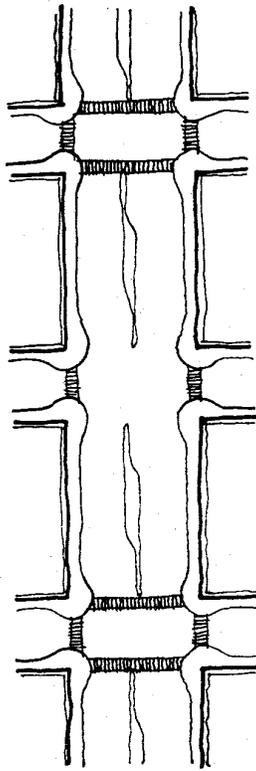


CROSSWALKS

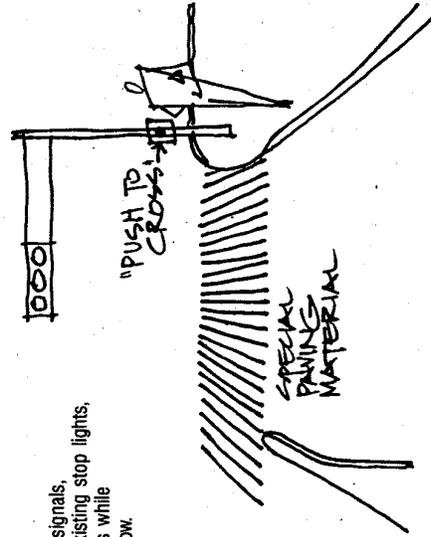
- Crosswalks should be spaced at 2-block intervals in order to facilitate street crossing. The lack of crosswalks on Central currently poses the greatest hazard to safety in the area. Only three crosswalks currently exist in this 15-block long area — at Washington and Central, Carlisle and Central, and Richmond and Central.



- Special paving material (see Sidewalks) will help facilitate pedestrian crossing and alert motorists.



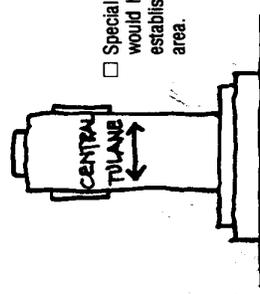
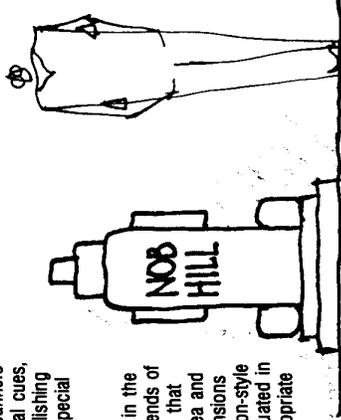
- Pedestrian-activated signals, synchronized with existing stop lights, would alert motorists while maintaining traffic flow.



MARKERS, SIGNS AND BANNERS

- Develop markers, signs, and banners which provide immediate visual cues, unifying the district and establishing an identity as an active and special place.

- District entrance signs placed in the median at the west and east ends of the district will alert motorists that they are entering a special area and will help define physical dimensions of the district. The use of pylon-style signs should be carefully evaluated in order to maintain scales appropriate to the district.



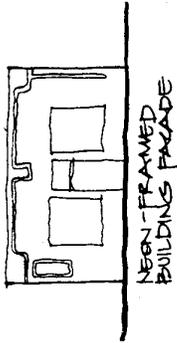
- Special street signage in the medians would help to direct motorists while establishing a special image for the area.

LIGHTING

- Side streets in need of additional street lighting should be identified by property owners and merchants. The Public Service Company of New Mexico should be consulted.

- Augment existing street lighting with lower, more pedestrian-oriented fixtures. These may be attached to existing light poles and provide pedestrians with a greater sense of intimacy and safety. They should be used to light pedestrian routes, parking lots and areas with evening activity, particularly theaters and restaurants.

- Neon lighting on signs and building facades should be strongly encouraged in the district. Not only is the use of neon appropriate to the period and style of the area's architecture and signage, it also adds a creative and artistic dimension, enlivening and enhancing evening activity.



PUBLIC ART

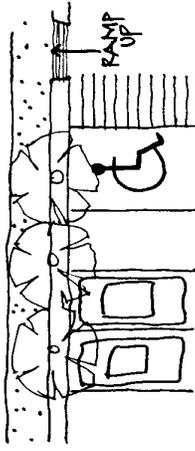
- Public art is important to the quality of life. It is symbolic of the traditions and aspirations of a community. It can provide a special focus, enlivening its surroundings, and drawing visitors to Central Avenue — Albuquerque's "Cultural Corridor."
- Public art may have a practical use (i.e. bus shelters) as well as being symbolic and decorative.

- Public art is encouraged in the Nob Hill area and should be considered in both public and private improvement projects.

- Funding may come from both public and private sources. Public sources may include the City's 1% for Art Program and the National Endowment for the Arts.

UNIVERSAL ACCESSIBILITY

Accessibility for the physically handicapped throughout the district, and especially along Central Avenue with access to and throughout all public buildings, must be considered in any design scheme.

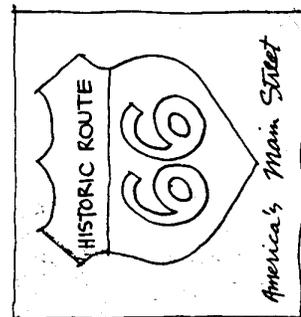


- Careful attention must be given to the placement of street furniture, store front details and walking surfaces so as not to present a hazard to the blind (i.e. protruding objects).

- Curb cuts at all intersections must meet specifications of the American National Standards Institute.

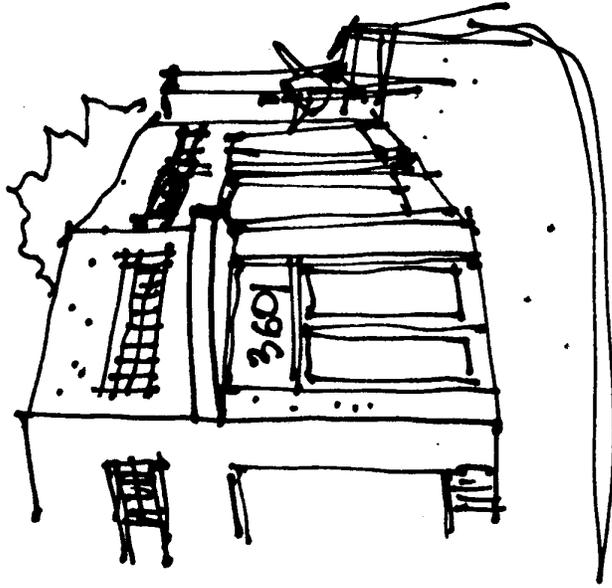
- The number, location and dimensions of accessible parking spaces (i.e. one space for every 25 standard spaces or 2% for 501 to 1000 spaces) must also be considered.

- Fabric or metal banners help develop a festive atmosphere. These should be placed at regular intervals throughout the length of the district on existing light poles. Special care must be taken to design banners which withstand Albuquerque's strong, seasonal winds.



- Develop Historic Route 66 signage. In 1985 the City Council adopted a resolution commemorating Historic Route 66. Signs commemorating the Nation's "Main Street" should be placed at intervals the entire length of the Central Avenue/Route 66 corridor.

APPENDICES



BUILDINGS OF ARCHITECTURAL OR HISTORIC SIGNIFICANCE OR INTEREST

If your building retains some of its original character, or if old photographs or the removal of layers of material added later can reveal its original design, rehabilitation or restoration is probably the best way to enhance both the building and the block.

While some of the buildings in the Nob Hill district are of important architectural or historic merit and deserve the investment of money and effort for preservation and restoration, many more require careful consideration so that their best features are enhanced and not lost to hasty remodeling.

Unobtrusive vernacular building styles and small details, such as the brickwork and coping on the buildings at 3110 through 3120 Central SE, the terrazo tiles on the building at 3418 Central SE or the terra cotta facade on the buildings at 3412 and 2414 Central SE, contribute to the character of the Nob Hill district. Every building, no matter how modest, has a history and a story to tell.

This list of buildings of architectural or historic significance or interest is not exhaustive. Many buildings have been modified to the extent that their original architectural features are no longer apparent. Research and the removal of newer materials may reveal previously unsuspected architectural gems.

1930, 3211 Monte Vista Blvd. NE
Designed by T. Charles Gastra, the Monte Vista School is an exceptionally fine example of the Mediterranean style applied to institutional use. As well as architectural importance, it has local historic significance as the focal point of the Monte Vista Addition, the first subdivision east of the University of New Mexico and north of Central Avenue. The school is on the National Register of Historic Places.

1933, 3821 Central Avenue NE
Built in the pueblo revival style, the Aztec Motel (originally the Aztec Autocourt) is a good example of the "Oasis in the Desert" Route 66 Motel. With two room blocks facing in on a shaded central court and office, it offers both privacy and access to Route 66. (Illustration, page 32)



(NE corner at Bryn Mawr) Fire Station No. 3, renovated in 1984 as the Monte Vista Fire Station restaurant, was designed by E. H. Blumenthal and built by the WPA. It is a fine example of Pueblo Revival Style, achieving interest by its composition of massive

elements and ornamented with correct details of timber lintels, vigas showing its true framing, and picturesque ladders based on genuine Pueblo models. It is the only fire station in the United States built in this style. It is on the National Register of Historic Places. (Photo after renovation, see page 5)

1937, 3712 Central Avenue SE
Originally the Modern Autocourt, the Nob Hill Motel is one of the older surviving motels in the district. Its flat stucco walls and pronounced brick cornice are suggestive of the regional Territorial Revival Style. (See page 23)



1937, 3100 Central Avenue SE

(SE corner at Richmond) This is one of the first buildings in the district, constructed at the end of the Great Depression. Built in the Moderne Style, with a curved corner and black tile on the bulkhead, it has been in use as a pharmacy since its construction fifty years ago. It was originally built with a flat wall on the east, allowing for the subsequent construction of storefront row buildings. 3102 through 3108 Central SE were added during the 1940s but maintained the scale and decorative elements of the original pharmacy. Two of these additional buildings have been remodeled.

1938, 3013-3025 Central Avenue NE



The Lobo Theater was hailed as Albuquerque's "first deluxe suburban moving picture house." The theater, with its entrance on the street, extends behind the row of storefront shops built as part of the same project. This was the first major storefront row building in the district. Originally a striking Moderne Style building accented with sleek red and cream colored tiles on the bulkhead, its storefronts, over the years, have been remodeled in a variety of ways. The theater has been in continuous use since 1938. (See photo, ca. 1938, page 4)

1939, 3226 Central Avenue SE

(SW corner at Wellesley) When the Jones Motor Company, the first of the automobile dealers to do so, moved from downtown out to suburban Route 66, the young designer Tom Danahy created an "extremely modernistic" building in early International Style to house the automobile showrooms and associated services, with an elegant sculptural tower easily seen by motorists traveling in either direction. This is probably the most important remaining building by this talented architect, who died in an accident in the

forties. Its elegant simplicity and attractive composition of spacious volumes, with the drama of the semicircular automobile showroom at the front, express glamour and luxury. (See page 6)

1939, 3601 Central Avenue NE



(NE corner at Carlisle) Originally housing the Nob Hill Service Station, this is a classic example of a Moderne roadside building with curved volumes and a streamlined cornice. Over the years the building has undergone some remodeling. The east and west garage doors have been filled in, and the canopy was removed.

1939, 4300 Central Avenue NE



(NW corner at Washington) The DeAnza Motel is executed in a modified Pueblo Revival Style. Built on a grand scale, it has murals depicting scenes from New Mexico's past.

1946, 3523 Central Avenue NE



(NW corner at Dartmouth)
Designed by T. Charles Gaastra, the Hendren Building is a sparkling example of the International Style, finished with Art Deco materials, structural glass, pink marble, and polished aluminum. It is no larger than many other buildings of the time and place, but is unique

in its richness and the strong period feeling created with just a few materials, exquisitely composed.

1946, 3509-3513 Central Avenue NE



This modern commercial row was designed by A. W. Boehning, Sr.; it contains interesting and well proportioned details including curved pilasters built into the facade and a ribbed concrete facade accented with green and pink tile. The eastern-most storefront was covered using black ceramic tile in 1987.

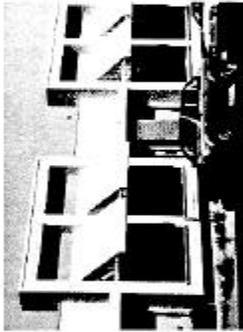
1947, 3500 Central Avenue SE



(SW corner at Carlisle)
The Nob Hill Business Center is of historical significance as Albuquerque's first drive-in shopping center. The "U" shaped center was originally designed in the Southwestern Territorial Revival Style. Its design was modified prior to construction, creating a marriage of Moderne and Southwestern Styles. Its

curved white stuccoed walls are accented with a brick coping at the cornice line, and string courses of brick band the center to provide horizontal definition. Details include: Deco-inspired towers illuminated with colored lights and terra cotta tiles used at the bulkhead level and above some storefronts. Designed originally by Louis Hesseiden, it underwent a sensitive renovation by Van Gilbert in 1984.

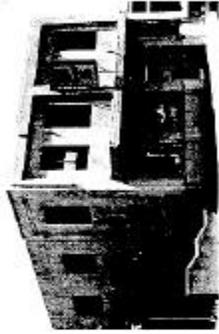
1949, 105-109 Amherst SE



This commercial row, designed by Max Flatow, is an exceptional variation on the Central Avenue commercial vernacular style. The parapet of each bay rises separately above the roofline in an exaggerated interpretation of a Central storefront roofline. Blue green terra-cotta tile over the window fronts adds a Deco touch to the facade and provides a delicate contrast to the building's pink toned stucco. Eyelid awnings add depth to the flat facade.

1949, 3205 Central Avenue NE

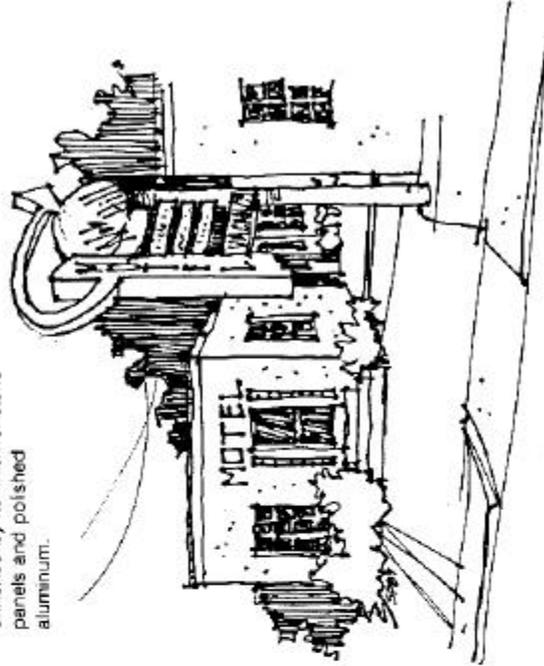
Built during the late 1930s, the American Legion Building (now Thunderbird Travel) underwent extensive remodeling in 1949 with the



addition of a second story and a new facade. These additions, designed by A. W. Boehning, Sr., are in a Moderne Style with modest Art Deco features.

1958, 3022 Central Avenue SE

SW Corner at Richmond
The First Interstate Bank, designed by W. C. Kruger & Associates and built as the Bank of New Mexico, is an example of the late International Style. Its magnitude alone gives it an importance in the district; it is also a fine example of its period. It has the vigorous simplicity which became the ethic of this style, and is enriched by its finish of stone panels and polished aluminum.



ARCHITECTURAL STYLES

International Style

The International Style was introduced in the United States by an exhibit at New York's Museum of Modern Art in 1932, accompanied by the publication of the book *The International Style* by Henry-Russell Hitchcock and Phillip Johnson. In 1939, the talented young Albuquerque Architect Tom Danahy used this supremely up-to-date style for the Jones Motor Company building at 3226 Central NE (see "Buildings of Architectural or Historic Significance"). Danahy probably also designed the gas station on the northwest corner of Central and Carlisle. These buildings do not have traditional ornaments but are characterized by pure, smooth surfaces which express the volume of the space enclosed in the building. Materials which can be used to create large uniform surfaces are characteristic of the International Style: stucco and large unified areas of glass, in these examples.

Art Deco

Art Deco is a style named for another important exhibition, the 1925 Exposition of Decorative & Industrial Art (Exposition des Arts Decoratifs et Industrielles) in Paris. True to this name, it is primarily a style of ornament: modern ornament made of modern materials. It is characterized by rich colors; smooth, highly finished surfaces; and abstract design. In Nob Hill, glossy ornamental bands or panels of structural glass or ceramic tile, and shining storefronts of glass and aluminum are the most typical Art Deco elements to be found.

In Albuquerque, the blending of Art Deco with the geometric ornament of Native American designs, and of

the abstracted International Style with the geometric forms of Pueblo and Hispanic adobe architecture, created the style called Pueblo Deco. The best examples of this style are found on Central Avenue in downtown Albuquerque. These include: the KiMo Theatre (1927), 423 Central NW; the Maisel Building (1937), 510 Central SW; the Skinner Building (1931), southwest corner of Eighth and Central; Wright's Trading Post, 616 Central SW.

Streamlined Moderne

Streamlined Moderne is an American variation of the International Style, which rejected external decoration on buildings in favor of unbroken surfaces.

Streamlining expresses modernity through emulating the high-tech machines of the thirties, locomotives and DC-3s streamlined to reduce their air resistance. On buildings, the locomotive's teardrop shape was usually impractical; but rounded corners, bands of polished aluminum sweeping around these corners and along the tops of windows, and even incised lines in the building surface — like the lines in a cartoon drawing which express the motion of characters and objects — produce a style often called Moderne or Streamlined Moderne. This style was most popular from 1930 to 1950.

Spanish-Pueblo Revival

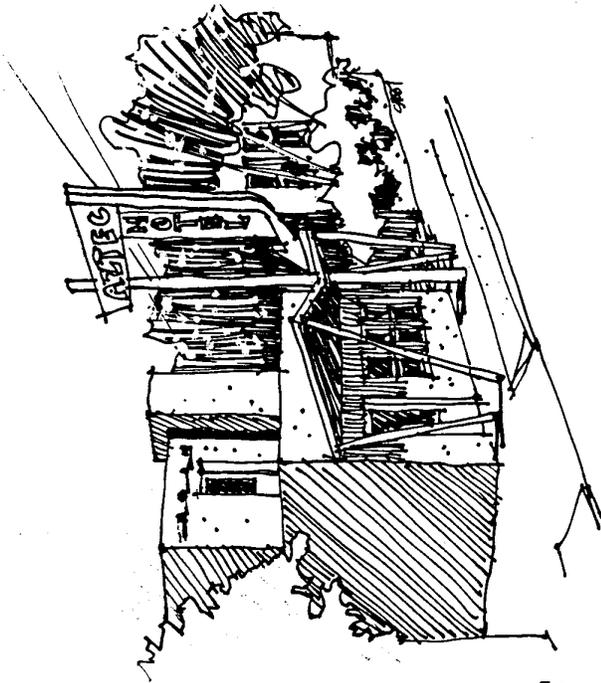
This style is most important in Albuquerque, not only for its widespread use, but also because the first Pueblo Revival buildings were built here on the University of New Mexico campus under the direction of President William George Tight in the years between 1906 and 1910. Modeled on the

Pueblo villages of the Southwest and on the Spanish Mission churches built in these Pueblos, the style either uses adobe or imitates it by means of a stucco finish. The distinctive battered walls and rounded parapets give a sense of mass and solidity. Roofs are flat; early versions have projecting vigas (roof beams) and *canales* (rain gutters). Exposed wood lintels above windows are common, as are flat-roofed portales supported by round wood columns topped by corbels.

Pueblo style buildings constructed after the Second World War achieve their image largely through the use of battered walls, adobe colored stucco and recessed windows.*

Territorial Revival

The Territorial Revival style is a natural outgrowth of the Spanish Pueblo style and is modeled on the style of adobe building fashionable during the early years of Anglo-American occupation of New Mexico. Buildings constructed of adobe or stucco to resemble it; brick copings, pedimented lintels and wooden dentil courses over large windows and doors are marks of this style. The Territorial Revival style is most frequently used for large houses, churches and public buildings. The style has continued in popularity from 1925 to the present.*



** Adapted from *The Old House Workbook*, Neighborhood Housing Services of Albuquerque, 1980.

GLOSSARY

Definitions are from Webster's New International Dictionary, Second Edition, unless noted otherwise. Note (Ed.) means by the editors. Note (Harris) means from Dictionary of Architecture and Construction, edited by Cyril M. Harris.

Art Deco See the section on styles.

Articulated Expressed in separate items or particulars; distinctly marked off; formulated in clearly distinguished parts. In building plan, having separate spaces pulled out and shown as separate volumes of a building; in facades, having elements such as cornices, pilasters, lintels, and window and door frames relieved, marked with moldings and other ornaments, and recessed.

Bulkhead The member of an entrance frame which forms a base for a sidelight adjacent to a door. (Harris, Dictionary of Architecture and Construction) By extension, the wall which forms a base under a storefront show window.

Carrara glass See Structural glass.

Constructivism Nonfigurative art of a school founded in Moscow in 1920 as a secession from Suprematism, concerned with formal organization of planes and expression of volumes and using modern industrial materials (as glass and plastic).

Coping The highest, or covering course of a wall, often with sloping top to carry off water. Copings are commonly cut with a drip.

Divided light A glazed opening divided into panes by muntins. If the muntins are secondary framing members, and each pane is a separate piece of glazing material, it is a genuine divided light. "Snap-in muntins" are plastic or wood frames which can be installed against a single light to give it the appearance (from one side) of being divided. (Ed.)

Drip A throat; a groove cut along the underside of a member (as a stringcourse or coping on a wall) to prevent water from running back across it (toward the wall). (Harris)

Entry That by which entrance is made; a passage: vestibule.

Facade The front of a building; also, a face, (as a flank or rear facing on a street or court) of a building that is given emphasis by special architectural treatment.

Fenestration The arrangement and proportioning of windows; hence, the decorating of an architectural composition by the window (and door) openings, their ornaments, and proportions.

Flared corner Sidewalk design at a street corner such that the sidewalk widens into the vehicular street. (From flare: to open or spread outward.) (Ed.)

Flat roof A nearly horizontal roof pitched for water drainage only. (A dead flat roof is one which does not drain.)

Glass block Technically, glass masonry units. Hollow or solid blocks of glass constructed so as to be capable of being laid up in mortar, with reinforcements, in a similar way to masonry of brick, stone, or concrete blocks. (Ed.)

Glaze To fit, set, or equip (as a window frame) with glass; to cover or protect with glass; to enclose, case, or wall with glass.

Light The medium through which light is admitted, as a window, or pane in a window; a skylight. (Webster) A pane of glass; a window, or a compartment of a window. (Harris) In the window and glass trades, often spelled "lite", when the meaning is a single pane of glass or a single compartment of a divided light. (Ed.)

Lot An allotment of land, as to a settler. Hence, a distinct portion or plot of land. One of the smaller portions of land (as a division of a block) into which cities, towns, or villages are laid out, the size varying with the locality. (Webster) The typical lot on Central Avenue in the Main Street area is 25 feet wide (street frontage) and 100 feet long (to the alley). (Ed.)

Restoration Bringing back or putting back into a former position or condition; the process of putting a building back into nearly or quite the original form; also, the making of drawings or models or both designed to show the conceived original form of a building (as a ruin).

Sidewalk signs Signs oriented to the pedestrian on the sidewalk rather than to the passerby in a vehicle. (Ed.)

Streetwall The composition of the facades along a commercial block at the building property lines, which creates a uniform wall enclosing the sidewalk and street on each side. It is this streetwall which clearly defines the street and establishes its character as an urban place.

Stille One of the upright pieces in framing or paneling; one of the primary members of a frame, into which secondary members are tenoned.

Strip A street or avenue densely lined on both sides by a large variety of retail stores, gas stations, restaurants, bars, etc. (Random House) "Strip" as it is commonly used refers to an area where businesses are primarily oriented to automobile rather than pedestrian traffic. (Ed.)

Structural glass A finish material of pigmented glass, manufactured in the form of tiles. The manufacturers call it "structural glass," and this name for the material was commonly accepted. Carrara glass was the name given to the product manufactured by Pittsburgh Plate Glass Company, Marietta Manufacturing Company, produced Sani Onyx, and Libbey-Owens-Ford produced Vitrolite. (Ed.)

Transom 1. A horizontal crossbar in a window, over a door, or between a door and a window or fanlight above it, as distinguished from a mullion, or vertical bar. 2. A window above a door or other window, built above and commonly hinged to, a transom. Also called a transom window.

Moderne Stylishly modern in the modes of the period between the World Wars. See the section on styles. (Ed.)

Mullion A slender bar or pier forming a division between lights of windows, screens, etc. An upright member of a framing.

Muntin 1. A secondary framing member to hold panes within a window, window wall, or glazed door, also called a glazing bar, sash bar, window bar, or division bar. 2. An intermediate vertical member that divides the panels of a door. (Harris)

Opening A place or part which is open, an aperture. (Webster) Thus, in walls, openings include doors, windows, gates, and unenclosed apertures. (Ed.)

Parapet A low wall, or similar barrier, as a railing, esp. one to protect the edge of a platform, roof, bridge, or the like. (Webster) Typically, in street front construction, the extended top of the facade which hides the roof and rooftop equipment from view. (Ed.)

Rehabilitation Putting onto a pro-basis or into a previous good state: restoration (as of something damaged or decayed) to a state of efficiency and good management; improvement to a higher level or greater value. (Webster) For buildings designated as historic, the owner will want to adhere to the Secretary of the Interior's "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings," which can be obtained from the New Mexico Historic Preservation office in Santa Fe. (Ed.)

Remodeling Alterations within the existing fabric of a building, as distinct from additions. (Harris)

Renovate To restore to life, vigor, or activity: revive, regenerate; to restore to a former state (as of freshness, soundness, purity, or newness of appearance); make over, renew.

Appendix C

PARKING MANAGEMENT PLAN

FOR

NOB HILL MAIN STREET
ALBUQUERQUE, NEW MEXICO

Prepared For
Nob Hill Main Street, Inc.

August 31, 1987

Prepared By

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NOB HILL MAIN STREET
PARKING DEVELOPMENT AND MANAGEMENT PLAN

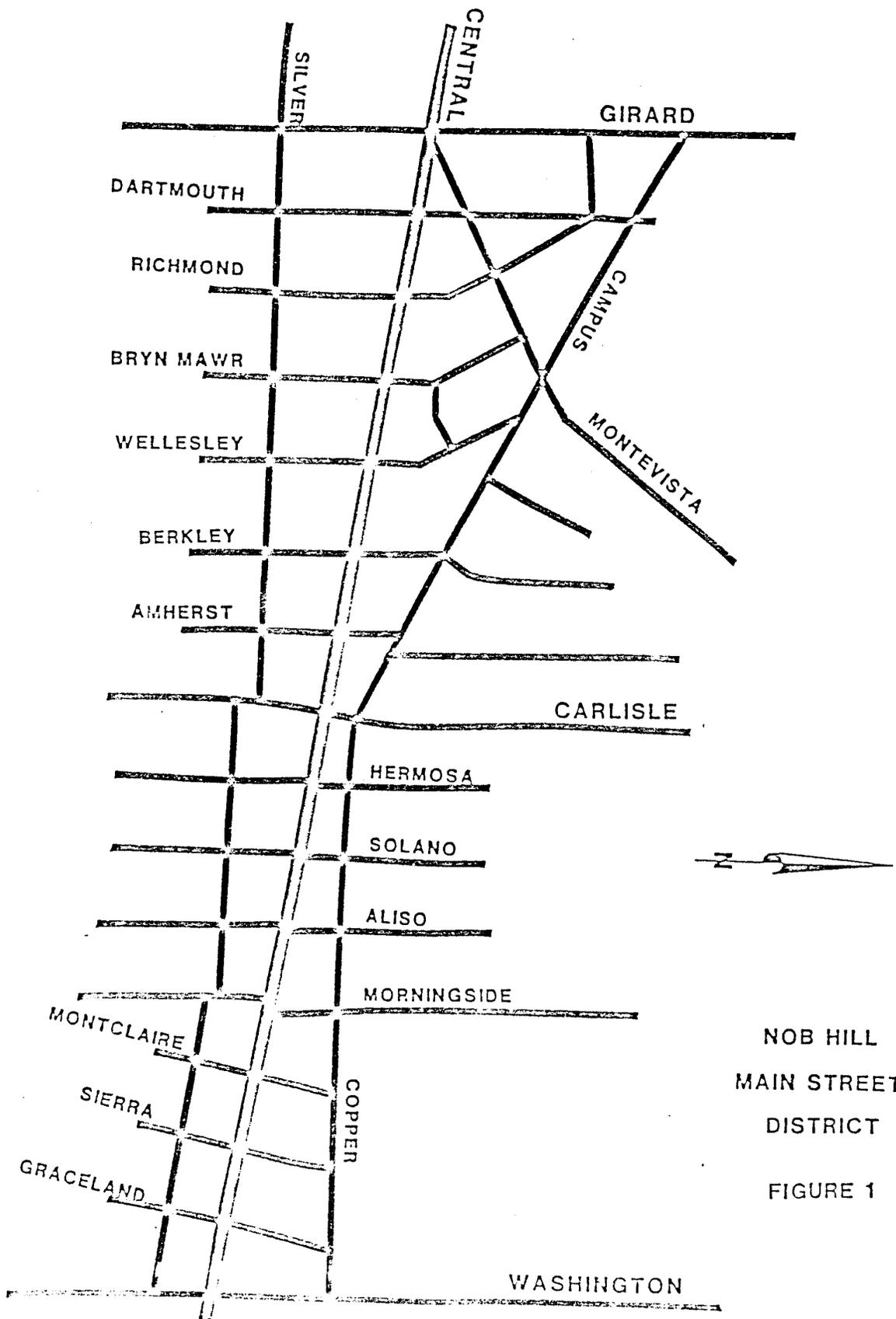
Introduction

Central Avenue has long been the commercial spine of Albuquerque. Once part of Route 66, the most widely-traveled roadway between the east and west coasts, Central had the dual role of serving the needs of cross-country travelers with access to lodging, meals, supplies, and fuel and, as the major thoroughfare in Albuquerque, providing access to most of the shopping opportunities for the local populace as well. Central was truly Albuquerque's Main Street.

The Nob Hill Main Street area encompasses both roles within the district. As shown in Figure 1, the district consists of the blocks adjacent to Central from Girard, on the edge of the University of New Mexico campus, to Washington, a stretch of 15 blocks. The western seven blocks primarily form the service area for the local community, and the eastern eight blocks contain both local retail and motorist-oriented services such as lodging and auto repair. The latter, since they were designed for the automobile in the first place, tend to have ample parking, since business depended upon it. Land uses are also less dense, since the linear character of the Central corridor provided an immense choice of sites for such facilities, and competition for land, and thus its value, was not so intense. Under-utilized land still exists along Central to the east.

However, the western end of the district developed serving not only the automobile trade but pedestrian and bus patrons, the University, and the neighborhoods which grew up around it. Parking was important but not as much of it was needed. It also grew up at a time when provision of parking was generally viewed as a public role, and the street was assumed to be the proper place for it. Traffic loads later reached the proportions in many cities that streets had to be stripped of parking and used solely for travel lanes. This loss of parking, first going from angle to parallel parking, then to none at all on the major streets helped spell the death knell for retail activity in many downtowns. This was especially true since newer retail with plenty of parking was being developed outside of the older town centers along the highway corridors where new residential development was taking place. That this did not happen to the Nob Hill district is a tribute to the City for providing other major traffic facilities and continuing to allow curb parking. It is also a measure of the strength of the surrounding community which has continued to patronize an old-fashioned neighborhood center.

Thus there are two distinct sections in the district, one with a parking deficiency for full automobile trade and one that was designed for it in the first place. This report will focus primarily on the former, but a supply and demand analysis has been conducted for parking in the entire district. If land use types and intensities change in the eastern part of the district, some of the strategies recommended for the western part could be adapted for the situation as needed.



NOB HILL
 MAIN STREET
 DISTRICT
 FIGURE 1

This report will document the supply of parking available by block in the district, specifying whether on or off-street; parking demand by block will be calculated both for present-day land uses and for the optimal retail mix as recommended by the retail marketing analysis; the demand will be computed based upon interaction of the various land use categories during the typical weekday, at night, and on Saturday, the retail peak. Where deficiencies occur within a block, strategies will be developed to overcome these deficiencies where possible, and a final parking plan will be developed incorporating these recommendations. The City of Albuquerque regulations with regard to parking will be examined in the light of specific needs that the District may have, and recommendations will be made as appropriate.

Parking in a Mixed-Use Setting

In order to establish the parking demand for the district, several sources have been consulted. First, zoning codes in various cities have been examined, with typical off-street parking requirements for single-uses in new developments included in Table I.

Table I
Summary of Typical Parking Requirements
in Municipal Zoning Ordinances

Land Use Type	Spaces Required
Retail/Services	5 per 1000 GSF
Restaurant/Bar	10 per 1000 GSF
Office	1 per 300 GSF
Lodging (Motel)	1 per unit
Theatre	1 per four seats

Although most cities require that the parking in a development be the sum of that required for the individual uses, many cities now include special provisions for mixed-use developments. The total parking requirement may be reduced when an appropriate mixture of uses is included within a single development, because different uses tend to experience peaks at different times, allowing for shared usage of parking spaces.

Considerable research has gone into parking demand in recent years, and particularly into the interactions among various types of uses in near proximity to one another. Two sources are used extensively in the development of this report:

Shared Parking Study, The Urban Land Institute, 1983.

Parking Generation, An Interim Report, Institute of
Transportation Engineers, 1985.

According to the ITE report, the office category has an average parking demand of 2.5 spaces per 1000 gross square feet of occupied building area. This ratio holds over a wide range of office building sizes. While use of the average would not be adequate for design purposes, it is reasonable for demand estimates. The retail category shows a wide disparity between parking demand for various sizes of retail centers, ranging from 3 to 5 spaces per 1000 SF gross leasable area, for an average of 4 per 1000 SF. Since most malls, where the data was taken, include common areas as part of the GLA, GLA can be taken to be approximately equivalent to GSF. Restaurant data also exhibits a wide disparity, depending upon the local market. Peak parking demand can vary from a low of 7.5 to a high of 17.6 per 1000 GSF. A high average value would be 14 per 1000 GSF. Theatres have an average parking demand of 0.25 spaces per seat, and motels 0.8 spaces per room. These values are used to estimate the single-use maximum demand per block throughout the district. Other uses in the district are: schools, libraries, churches, and health clubs. These factors are all taken from the ITE report.

The ULI report is then used to estimate the degree of shared usage achievable in an area of mixed uses such as the Nob Hill District. Figures 2 through 5 show the hourly fluctuations within each use for the office, retail, restaurant and theatre categories, respectively. Using these charts, parking demand can be estimated for each use at each of the potential peaks for the district, noon on the average weekday, night time on a weekend, and daytime Saturday.

The remaining task is to estimate the relative capture among the various uses of visitors from other uses. In other words, when a visitor makes one stop (and one parking place) do for two purposes, it would be incorrect to count the demand for each use in assessing the total demand for the district. For this purpose, the results of the intercept survey conducted for the marketing analysis proved invaluable. Analysis of the data indicates that among the Nob Hill area work force (as indicated by those who gave work as their primary reason for being in the district), 31% would shop per day in the district, and 37% per day would have lunch in the district. Only 56% of the shoppers listed shopping as their primary purpose, and 46% of those eating in the district indicated that as their primary purpose. Based upon the results of the survey, the assumption of a 50% overlap between uses appears to be reasonable, which gives a 25% reduction in noon parking demand to both retail and restaurant uses. No further reduction for office use is assumed; however, a 40% capture rate is assumed for the health club, drawn from the office workers. This is typical of such facilities, based upon data collected in Colorado and Texas. Table II summarizes the mixed-use factors used in the analysis.

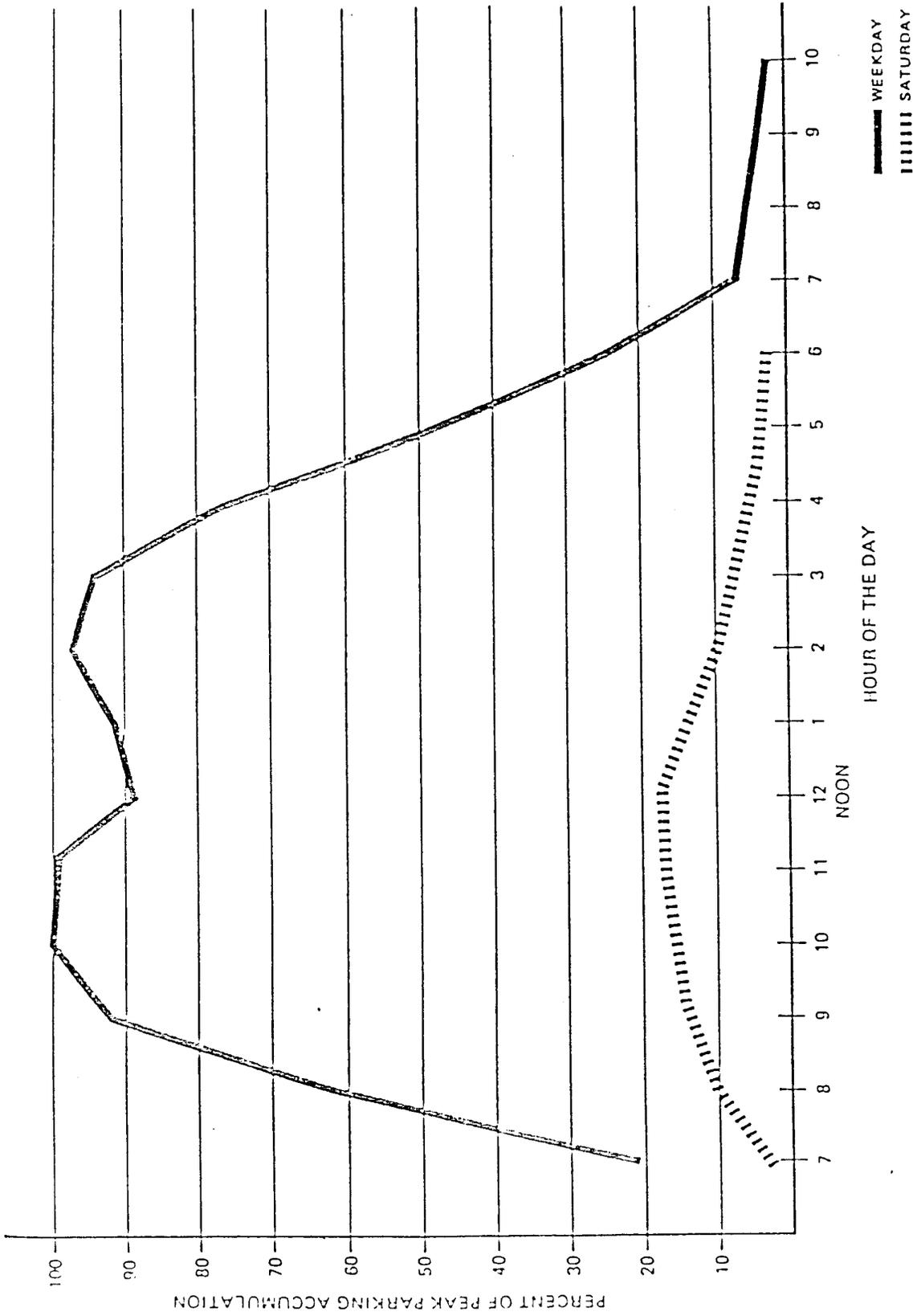


FIGURE 2
OFFICE PARKING ACCUMULATION

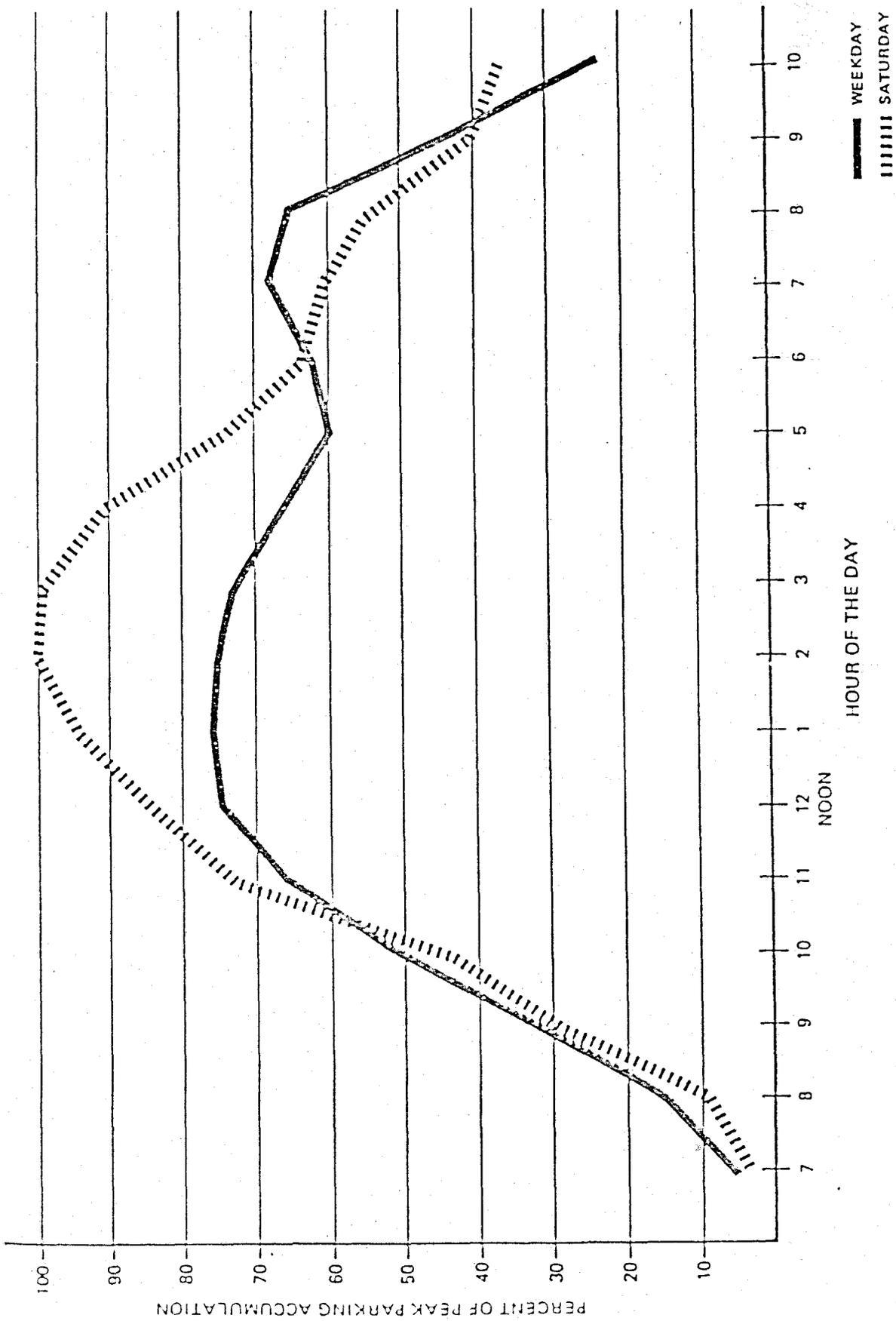


FIGURE 3
REGIONAL RETAIL PARKING ACCUMULATION

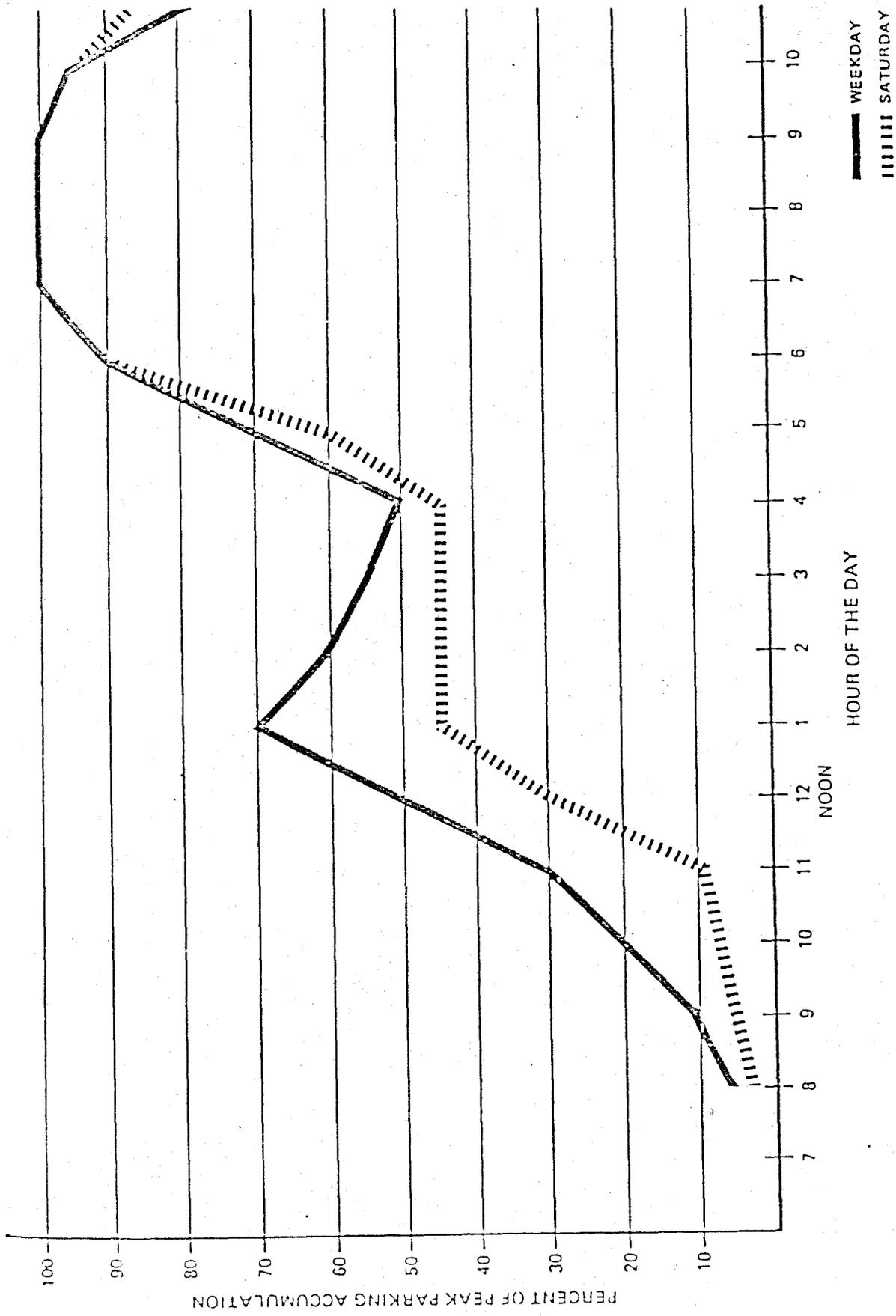
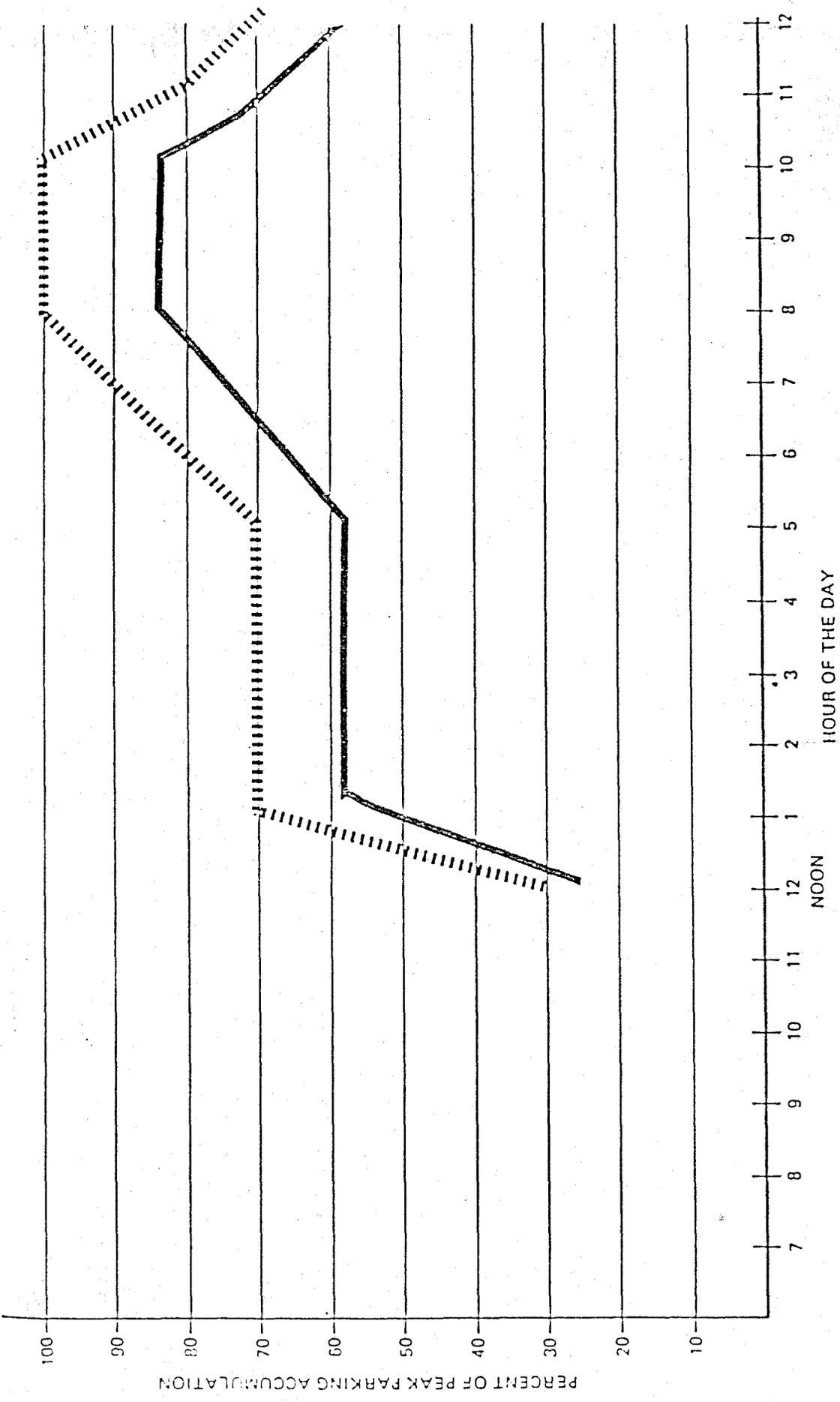


FIGURE 4
RESTAURANT/LOUNGE PARKING ACCUMULATION



NOTE:
 THE LEFT HALF OF THE WEEKDAY CURVE
 WOULD NOT APPLY AT CINEMAS NOT
 HAVING WEEKDAY AFTERNOON SHOWS

———— WEEKDAY
 - - - - - SATURDAY

FIGURE 5
 CINEMA PARKING ACCUMULATION

Table II
Summary of Parking Demand Factors
For Nob Hill District

Land Use	Maximum Demand	Employees Factor	% of Visitor Max.			Wkdy Cap.	Noon Factor
			Noon	Night	Sat'day		
Office	.0026/GSF	.0025/GSF	90%	0%	0%	0	0.90
Medical Ofc.	.0030/GSF	.0010/GSF	25%	0%	25%	0	0.25
Retail/Serv	.0040/GSF	.0010/GSF	75%	0%	100%	.25	0.56
Restaurant	.0140/GSF	.0020/GSF	70%	100%	45%	.25	0.53
Lodging	.84/unit	.08/unit	30%	90%	30%	0	0.30
Theatre	.25/seat	.025/seat	0%	100%	70%	0	0
Church	.0110/GSF	.0002/GSF	1%	10%	1%	0	0.01
School	.0060/GSF	.0030/GSF	100%	0%	0%	0	1.00
Health Club	.0050/GSF	.0010/GSF	83%	100%	100%	.40	0.50
Library	.0015/GSF	.0005/GSF	50%	0%	100%	0	0

Existing Conditions

The Nob Hill Main Street Office provided data on the land uses, off-street parking (existing or potential, assuming good design), and on-street parking on a block-by-block basis throughout the district. Table III lists this information for each block, keyed to Figure 6. For this computation, "Retail/Services" is used to include dry cleaners, beauty shops, auto repair, etc., while professional services such as medical, banking, or legal are included in the office category. All retail use is run as high demand retail, even though some is known to be lower demand, such as an office furniture warehouse. A used car lot is ignored completely in the computation of both supply and demand, as it can be assumed to be self-contained. Overall, this analysis is intended to be a worst-case scenario in terms of parking, and could legitimately be considered reasonable for a one to three year time frame. All land use is assumed to be fully occupied and thriving.

The results of the existing conditions are summarized in Table IV, and the block-by-block print-outs may be found in the appendix. Figures 7 through 9 show in map form the deficit or surplus of parking in each area together with the need to "borrow" parking from adjacent blocks, for each time frame studied. The weekday noon time period assumes the Monte Vista Fire Station restaurant open in block 3200N although it is now closed for lunch due to a parking deficiency. Deficiencies occur in that block and in block 3000N, which has a high employment and retail base. However, enough potential parking exists in the block between them to make up for the deficiencies in both blocks and still leave an 18 space margin. Block 3100N is urgently needed as a parking resource. Attention to efficient parking design and use as a shared parking facility with good management could virtually eliminate the parking deficit now being experienced in this part of the district. The only other noontime deficits occur in block 3000MV, which can be handled from across Dartmouth, and in block 3500S, which is

Table III

LAND USE AND PARKING SUMMARY

Block No.	2900MV	3000S	3700N	3500S
Retail	10528 Sq. Ft.	27522 Sq. Ft.	4800 Sq. Ft.	39782 Sq. Ft.
Restaurant/Bar	5441 Sq. Ft.	0 Sq. Ft.	6703 Sq. Ft.	7725 Sq. Ft.
Office-Medical	0 Sq. Ft.	5471 Sq. Ft.	0 Sq. Ft.	0 Sq. Ft.
Office-Other	5250 Sq. Ft.	3660 Sq. Ft.	0 Sq. Ft.	6701 Sq. Ft.
Miscellaneous	0 Sq. Ft.	0 Sq. Ft.	0 Sq. Ft.	6285 Sq. Ft.
Lodging	0 Units	0 Units	0 Units	0 Units
OFF-STREET SFCS.	76	184	102	126
ON-STREET SFCS.	29	26	12	39

LAND USE AND PARKING SUMMARY

Block No.	2900N	3100N	3300S	3600N
Retail	2282 Sq. Ft.	12942 Sq. Ft.	12090 Sq. Ft.	2625 Sq. Ft.
Restaurant/Bar	0 Sq. Ft.	2550 Sq. Ft.	2220 Sq. Ft.	0 Sq. Ft.
Office-Medical	0 Sq. Ft.	0 Sq. Ft.	0 Sq. Ft.	1500 Sq. Ft.
Office-Other	0 Sq. Ft.	9812 Sq. Ft.	0 Sq. Ft.	9150 Sq. Ft.
Miscellaneous	0 Sq. Ft.	0 Sq. Ft.	2075 Sq. Ft.	0 Sq. Ft.
Lodging	0 Units	0 Units	0 Units	0 Units
OFF-STREET SFCS.	15	165	71	67
ON-STREET SFCS.	0	26	25	23

LAND USE AND PARKING SUMMARY

Block No.	2900S	3100S	3400S	3700N
Retail	13884 Sq. Ft.	15674 Sq. Ft.	16744 Sq. Ft.	0 Sq. Ft.
Restaurant/Bar	0 Sq. Ft.	3450 Sq. Ft.	1770 Sq. Ft.	0 Sq. Ft.
Office-Medical	0 Sq. Ft.	9656 Sq. Ft.	324 Sq. Ft.	0 Sq. Ft.
Office-Other	10010 Sq. Ft.	11698 Sq. Ft.	5862 Sq. Ft.	2100 Sq. Ft.
Miscellaneous	0 Sq. Ft.	5980 Sq. Ft.	0 Sq. Ft.	45000 Sq. Ft.
Lodging	0 Units	0 Units	0 Units	0 Units
OFF-STREET SFCS.	176	179	78	142
ON-STREET SFCS.	17	40	21	47

LAND USE AND PARKING SUMMARY

Block No.	3000MV	3200N	3500N	3700N
Retail	13884 Sq. Ft.	20142 Sq. Ft.	16744 Sq. Ft.	0 Sq. Ft.
Restaurant/Bar	0 Sq. Ft.	2534 Sq. Ft.	3536 Sq. Ft.	0 Sq. Ft.
Office-Medical	0 Sq. Ft.	0 Sq. Ft.	1720 Sq. Ft.	0 Sq. Ft.
Office-Other	0 Sq. Ft.	9758 Sq. Ft.	15600 Sq. Ft.	46000 Sq. Ft.
Miscellaneous	0 Sq. Ft.	3345 Sq. Ft.	0 Units	0 Sq. Ft.
Lodging	0 Units	0 Units	0 Units	53 Units
OFF-STREET SFCS.	27	48	140	56
ON-STREET SFCS.	0	18	48	14

LAND USE AND PARKING SUMMARY

Block No.	3000N	3200S	3500N	3700S
Retail	24858 Sq. Ft.	12197 Sq. Ft.	7084 Sq. Ft.	6544 Sq. Ft.
Restaurant/Bar	0 Sq. Ft.	3575 Sq. Ft.	990 Sq. Ft.	0 Sq. Ft.
Office-Medical	0 Sq. Ft.	1400 Sq. Ft.	0 Sq. Ft.	0 Sq. Ft.
Office-Other	15150 Sq. Ft.	8577 Sq. Ft.	2973 Sq. Ft.	2814 Sq. Ft.
Theatre	7302 Sq. Ft.	0 Sq. Ft.	7406 Sq. Ft.	10225 Sq. Ft.
Lodging	0 Units	55 Units	0 Units	17 Units
OFF-STREET SFCS.	21	130	43	101
ON-STREET SFCS.	24	43	16	40

LAND USE AND FACING SUMMARY		LAND USE AND FACING SUMMARY		LAND USE AND FACING SUMMARY	
Block No.	3800N	Block No.	4000S	Block No.	4300N
Retail	2612 Sq. Ft.	Retail	16640 Sq. Ft.	Retail	0 Sq. Ft.
Restaurant/Bar	0 Sq. Ft.	Restaurant/Bar	0 Sq. Ft.	Restaurant/Bar	2400 Sq. Ft.
Office-Medical	0 Sq. Ft.	Office-Medical	12704 Sq. Ft.	Office-Medical	0 Sq. Ft.
Office-Other	0 Sq. Ft.	Office-Other	0 Sq. Ft.	Office-Other	0 Sq. Ft.
Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.
Lodging	20 Units	Lodging	17 Units	Lodging	84 Units
OFF-STREET SFCS.	115	OFF-STREET SFCS.	75	OFF-STREET SFCS.	149
ON-STREET SFCS.	15	ON-STREET SFCS.	41	ON-STREET SFCS.	18
Block No.	3800S	Block No.	4100N	Block No.	4300S
Retail	1225 Sq. Ft.	Retail	0 Sq. Ft.	Retail	7120 Sq. Ft.
Restaurant/Bar	0 Sq. Ft.	Restaurant/Bar	3600 Sq. Ft.	Restaurant/Bar	0 Sq. Ft.
Office-Medical	0 Sq. Ft.	Office-Medical	0 Sq. Ft.	Office-Medical	10264 Sq. Ft.
Office-Other	2063 Sq. Ft.	Office-Other	0 Sq. Ft.	Office-Other	0 Sq. Ft.
Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.
Lodging	31 Units	Lodging	90 Units	Lodging	0 Units
OFF-STREET SFCS.	116	OFF-STREET SFCS.	148	OFF-STREET SFCS.	179
ON-STREET SFCS.	40	ON-STREET SFCS.	20	ON-STREET SFCS.	22
Block No.	3900N	Block No.	4100S	Block No.	4300N
Retail	9627 Sq. Ft.	Retail	0 Sq. Ft.	Retail	6445 Sq. Ft.
Restaurant/Bar	5105 Sq. Ft.	Restaurant/Bar	7972 Sq. Ft.	Restaurant/Bar	543 Sq. Ft.
Office-Medical	0 Sq. Ft.	Office-Medical	4626 Sq. Ft.	Office-Medical	0 Sq. Ft.
Office-Other	0 Sq. Ft.	Office-Other	8020 Sq. Ft.	Office-Other	10000 Sq. Ft.
Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.
Lodging	0 Units	Lodging	0 Units	Lodging	0 Units
OFF-STREET SFCS.	99	OFF-STREET SFCS.	119	OFF-STREET SFCS.	71
ON-STREET SFCS.	10	ON-STREET SFCS.	34	ON-STREET SFCS.	22
Block No.	3900S	Block No.	4200N	Block No.	4200S
Retail	10998 Sq. Ft.	Retail	6445 Sq. Ft.	Retail	2100 Sq. Ft.
Restaurant/Bar	1800 Sq. Ft.	Restaurant/Bar	543 Sq. Ft.	Restaurant/Bar	8000 Sq. Ft.
Office-Medical	1250 Sq. Ft.	Office-Medical	0 Sq. Ft.	Office-Medical	5700 Sq. Ft.
Office-Other	0 Sq. Ft.	Office-Other	10000 Sq. Ft.	Office-Other	0 Sq. Ft.
Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.	Miscellaneous	0 Sq. Ft.
Lodging	0 Units	Lodging	0 Units	Lodging	11 Units
OFF-STREET SFCS.	76	OFF-STREET SFCS.	71	OFF-STREET SFCS.	183
ON-STREET SFCS.	33	ON-STREET SFCS.	22	ON-STREET SFCS.	40
Block No.	4000N	Block No.	4200S	Block No.	4200N
Retail	29102 Sq. Ft.	Retail	2100 Sq. Ft.	Retail	2100 Sq. Ft.
Restaurant/Bar	7600 Sq. Ft.	Restaurant/Bar	8000 Sq. Ft.	Restaurant/Bar	8000 Sq. Ft.
Office-Medical	0 Sq. Ft.	Office-Medical	5700 Sq. Ft.	Office-Medical	0 Sq. Ft.
Office-Other	0 Sq. Ft.	Office-Other	0 Sq. Ft.	Office-Other	0 Sq. Ft.
Church	1475 Sq. Ft.	Church	0 Sq. Ft.	Church	0 Sq. Ft.
Lodging	0 Units	Lodging	11 Units	Lodging	0 Units
OFF-STREET SFCS.	102	OFF-STREET SFCS.	183	OFF-STREET SFCS.	183
ON-STREET SFCS.	50	ON-STREET SFCS.	40	ON-STREET SFCS.	40

Table III (Continued)

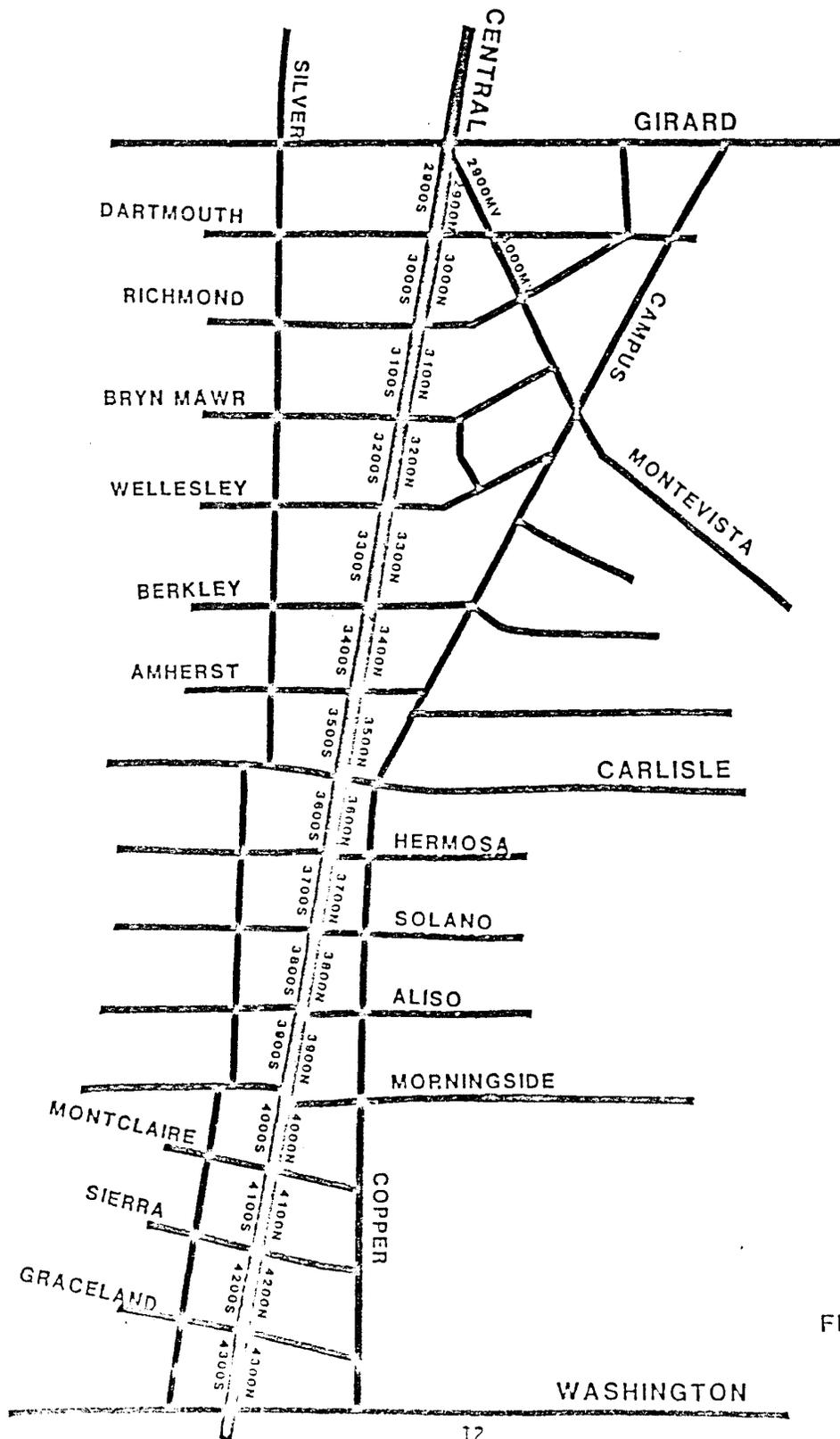


FIGURE 6

PARKING SUPPLY AND DEMAND SUMMARY

Block No.	2900MV	2900N	2900S	3000MV	3000N	3000S	Totals
Total Parking Spcs	105	15	153	27	45	210	555
Employee Deficit	0	0	0	0	49	0	
Supply - Demand							
Noon	19	9	42	-11	-58	125	125
Night	28	15	106	27	-22	209	262
Saturday	22	6	39	-29	-101	110	47

Block No.	3100N	3100S	3200N	3200S	3300N	3300S	Totals
Total Parking Spc	191	279	66	173	114	96	919
Employee Deficit	0	0	5	0	0	0	
Supply - Demand							
Noon	109	171	-22	68	45	40	260
Night	154	229	-1	80	20	65	547
Saturday	115	180	-55	74	45	21	390

Block No.	3400N	3400S	3500N	3500S	Totals
Total Parking Spc	99	188	59	165	511
Employee Deficit	0	0	0	0	
Supply - Demand					
Noon	13	68	6	-28	59
Night	55	124	8	56	243
Saturday	-11	78	-14	-62	-9

Block No.	3600N	3600S	3700N	3700S	3800N	3800S	Totals
Total Parking Spc	90	189	70	141	120	156	776
Employee Deficit	0	0	0	0	0	0	
Supply - Demand							
Noon	57	125	43	102	117	106	560
Night	89	102	29	69	115	122	526
Saturday	73	127	53	95	112	93	554

Block No.	3900N	3900S	4000N	4000S	4100N	4100S	Totals
Total Parking Spc	109	109	122	116	168	152	788
Employee Deficit	0	0	0	0	0	0	
Supply - Demand							
Noon	40	62	22	48	110	59	342
Night	38	84	80	103	49	40	394
Saturday	33	50	-12	33	114	89	307

Block No.	4200N	4200S	4300N	4300S	Totals
Total Parking Spc	93	223	167	161	644
Employee Deficit	0	0	0	0	
Supply - Demand					
Noon	48	206	121	127	502
Night	84	121	69	161	435
Saturday	62	162	125	127	476

Table IV

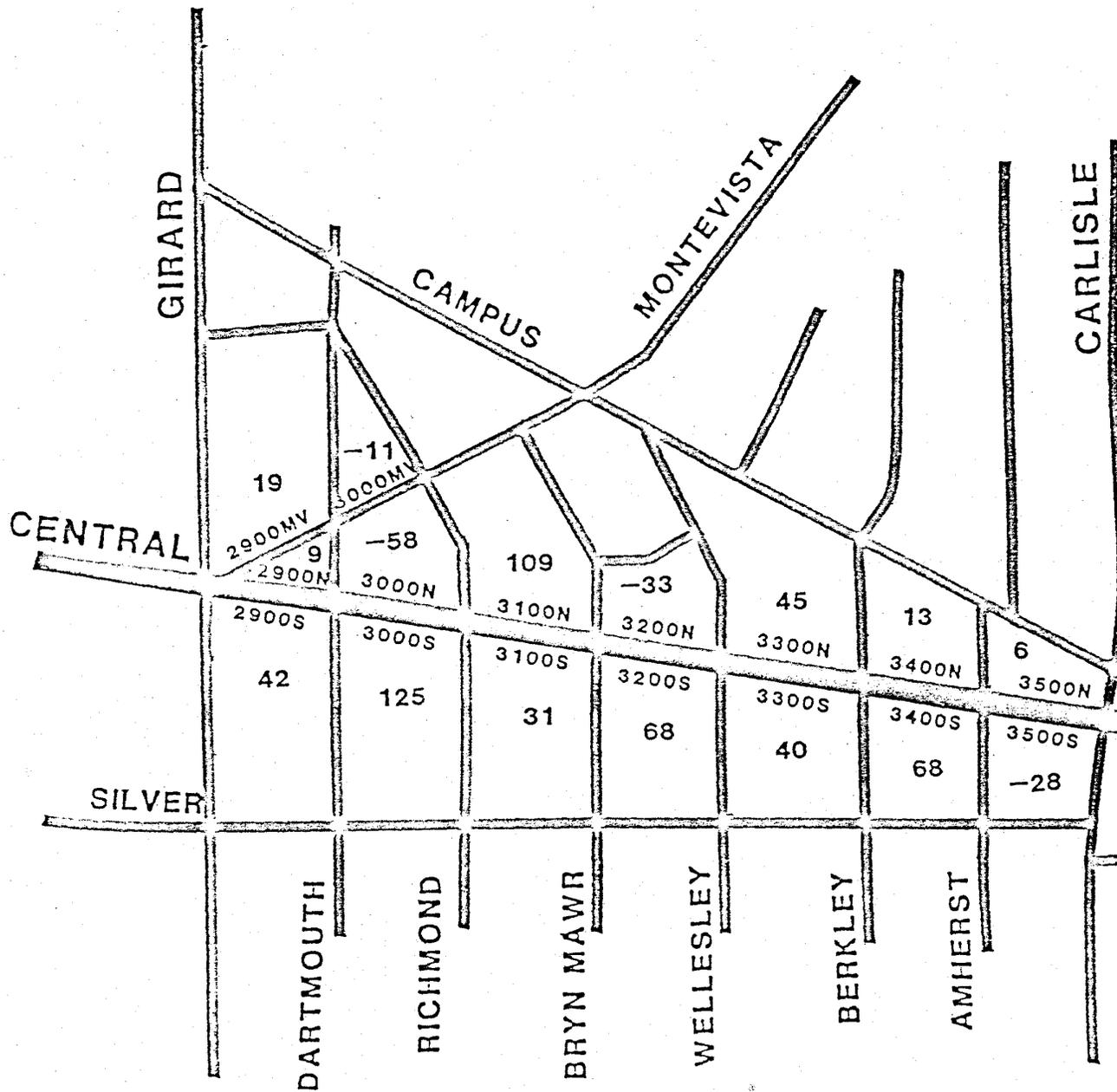


FIGURE 7
 EXISTING CONDITIONS
 NOON PARKING
 SURPLUS(+) OR DEFICIT(-)

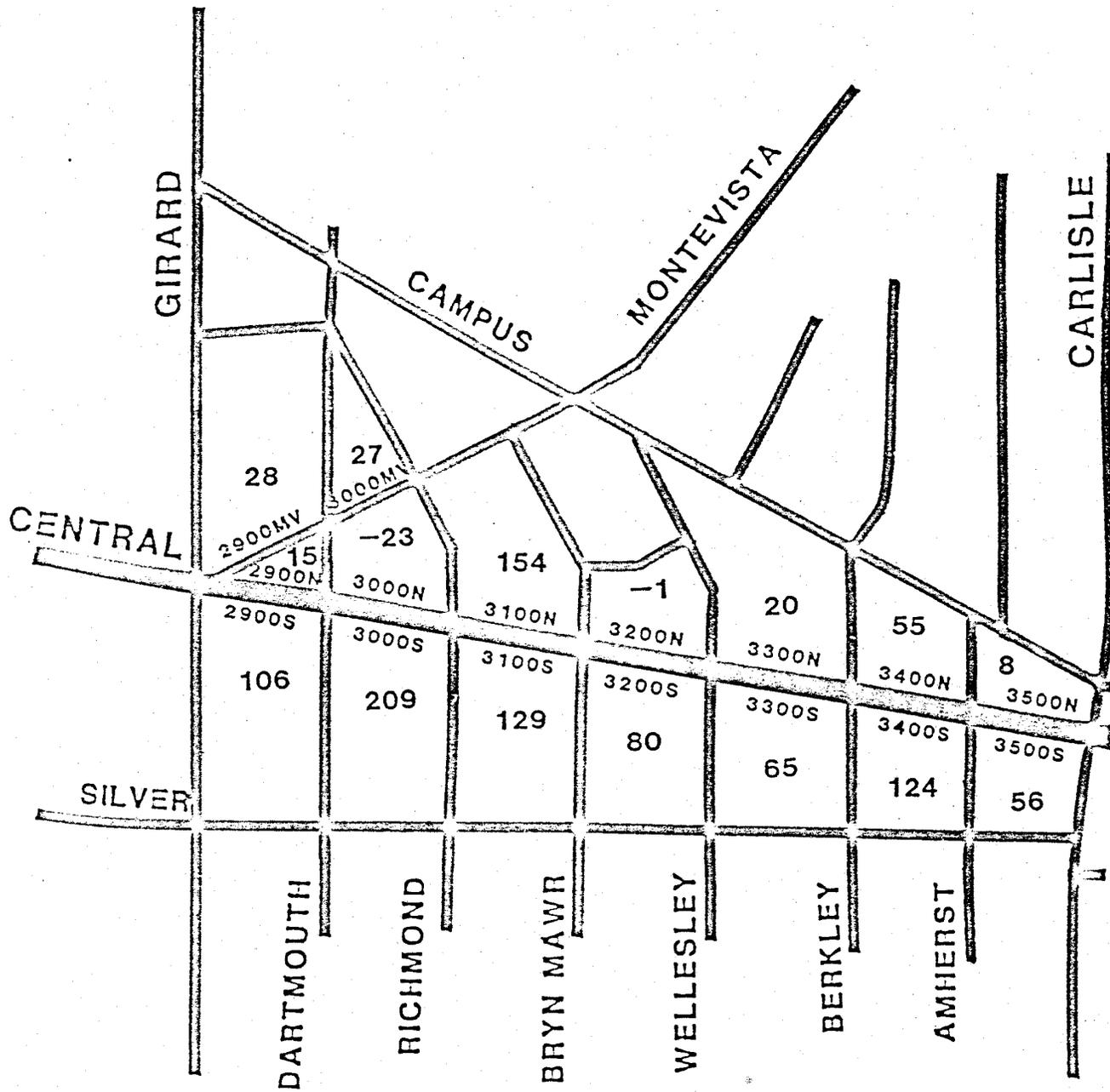


FIGURE 8
 EXISTING CONDITIONS
 NIGHT
 SURPLUS(+) OR DEFICIT(-)

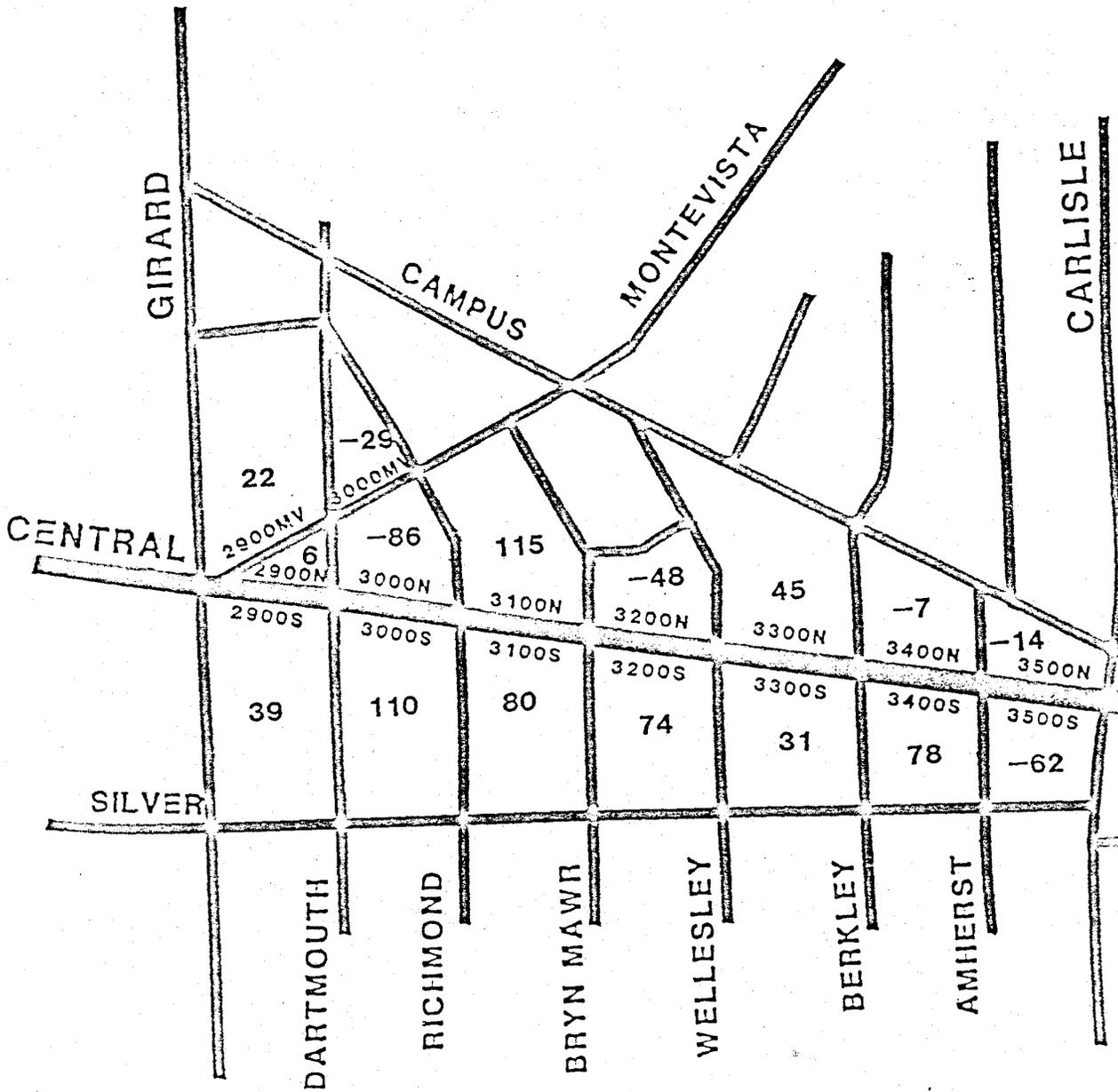


FIGURE 9
 EXISTING CONDITIONS
 SATURDAY
 SURPLUS(+) OR DEFICIT(-)

already being handled from the block diagonally across Amherst and Silver. Blocks 3400S and 3500S include the parking across Silver.

In the evenings, without the retail uses open, only the 3000N and 3200N blocks experience a deficit. Both have theatres, and one has a restaurant. Again, the surplus of parking in block 3100N can handle the demand.

It is on Saturday that the parking demand peaks, under current conditions. Again deficiencies occur in blocks 3000N and 3200N, and for this time period block 3100 can not provide enough parking to make up for it. Parking could be drawn from across Central for block 3000N, since there is a traffic signal at the corner of Central and Richmond. (In general, it is too hazardous for pedestrians to cross Central without a light due to relatively high traffic volumes and no medians for refuge except at midblock.) However, this will be inconvenient for shoppers, since the extra spaces in the block to the south are not on-street or otherwise easily available to visitors. More parking needs to be created for block 3000N, and the best means would be to abandon Dartmouth as a street between Monte Vista and Central, and redesign as a parking lot, as has been proposed for Amherst. According to the right-of-way map provided by the City of Albuquerque, 70 feet of right-of-way exists here, sufficient for two 5 feet wide sidewalks and 90 degree parking on both sides of a 24 feet wide aisle. This would provide an additional 19 spaces which could be metered for short term usage to serve some of the retail uses in block 3000N. The remaining deficit could be served from block 3100N. This strategy would leave enough surplus in block 3100N on Saturday to handle its own retail needs and that of block 3200N. Another strategy might be to consider Richmond north of Central for use as a parking lot. However, since it is signalized, assuming it meets signal warrants in terms of traffic, it would be necessary to consider impacts on traffic flow and safety before recommending this solution. These were beyond the scope of this study.

Another strategy to add parking to the immediate area has been considered, the rather heroic one of closing Monte Vista between Richmond and Girard. While this could certainly add a great deal of convenient parking, it is fraught with political difficulties, and again the traffic and safety implications would have to be very carefully studied. Traffic would be rerouted to Richmond, another reason this street is not recommended for parking without further study.

Another deficit condition develops between blocks 3400N and 3500N. Between them there is a 21 space deficit, which can be alleviated by the proposed use of Amherst as a parking facility north of Central. Again, 90 degree parking on both sides can add 21 spaces to the parking now available on-street. The Nob Hill Center is in a deficit condition, but already has solved that problem, as mentioned earlier.

It is evident that even on a peak Saturday, there is not an unmanageable parking problem in the district. Most of the parking is already there, more can be added at a relatively low cost, and it can be in all cases available within one block. The key is in management.

Parking Management for the Near Term

It is interesting to compare the rather positive situation described above with that perceived by visitors to the district. According to the intercept survey results, 27% of the respondents list lack of parking as one of the problems in the district, yet of those who responded in that manner, 77% had actually parked no further than one block from their primary destination. This would mean that only 6% had had to park inconveniently. This underlines a fundamental problem with a retail area which does not feature a large sea of parking around it: even though shoppers may walk much further to the intended store at a mall---or even to get into the mall---they believe they have arrived once they are parked in the lot. In a mixed use area, if they have not parked directly in front of the store, they do not believe they have arrived, and are having to walk to shop. The importance of saving the on-street spaces--and creating more wherever feasible---for high turn-over use cannot be emphasized enough. If there is only one on-street space in front of a store, and if an all-day parker uses it, how many potential customers will drive by, note the apparent lack of parking, and perhaps not stop in?

Management of the short term parking supply is best accomplished by the use of meters. While they may have a negative connotation for shoppers, the perception could be turned around: "We're saving our best parking for you! Let us pay for your meter!" A quarter would be reimbursed if a purchase is made--encouraging more shopping to get more quarters. Enforcement, of course, is the key to getting the required turn-over from the meters. It is recommended that two hour meters be installed throughout the district for all on-street spaces, and that a deliberate program be undertaken to begin enforcing the meters. The City could be requested to allocate one person to act as the meter enforcer for this district and to appropriate the funds in meter revenue and in parking fines from this district to defray the cost. Alternatively, the district could request reimbursement based on this revenue and hire people to perform this service in addition to others. This presupposes an organized district body, empowered to act on its behalf.

Shared Parking Off-street

It is not possible to serve all the visitor parking needs with on-street parking. Off-street parking exists in most areas but is provided for one use only and while it may be vacant at certain times, fear of trespassing can (and should!) deter the visitor from using it. This supply of parking needs to be better utilized for the mutual benefit of all parties involved. Shared parking can obviously work to mutual advantage in some cases, the most notable example being block 3100N which now features leased parking during the day for the office uses in the adjacent block and allows restaurant parking during the evening hours.

It is this managed approach which needs to be extended and made more effective. Given the possibility of multiple ownership in a block, the district organization would need to undertake the project of leasing the separate land

parcels and combining them to allow more efficient design. The owners would be reimbursed commensurate with the square footage leased, and their own parking needs would be provided on a reserved basis. The appropriate number of spaces for each business would be calculated using the demand factors in this report, which takes into account the mixed-use reductions for the area. This number of spaces would be designated for that business by stenciling its name on the space or on the wheel stop, if there is one. All businesses needing to draw from the pool for their employees would also be handled that way, and pay a monthly fee for the spaces needed. The remaining spaces should be metered during high demand periods to encourage high turnover and to help pay the monthly lease cost to the land owners. During off peak times, the signing could indicate that parking was free to all, courtesy of the Nob Hill District.

There are regulatory constraints involved in such a plan. Many of the uses served by the off-street parking supply are required to have full use of the parking as a condition of their certificate of occupancy. A special overlay district in the zoning code of the City of Albuquerque might have to be sought in order to allow exceptions to the code. The calculations made for this study indicate a mixed-use factor of 25% below the single-use parking requirement would be appropriate for the area from Girard to Carlisle. The maximum parking needed at the most critical time period was summed for every block in that area, and the total was 1630. This overstates the case since these did not all occur at the same time. On Saturday, the worst time period, the total parking demand was 1531. However, the single-use demand was 2258. This shows the effect of shared parking in a mixed-use setting, reducing the total demand by 32%. Stated another way, the requirement of single-use parking introduces an inefficiency that can cause the total supply to be up to 47% more than is actually needed.

In blocks 3000S and 3100S much of the parking supply needed for short term parking is located in lots to the rear of the stores. These blocks should be candidates for shared parking. For these blocks, rear entry should be considered, at least for some of the stores. This will provide a destination within view of parking and eliminate some of the perceived parking problem for these blocks. Owners of these "gateway" stores would have to watch two doors, admittedly, but would enjoy the advantage of extra traffic past their merchandise.

Long Term Parking Management

The marketing consultants, Bland, Roos, and Associates, have recommended that in the long term the district should eliminate at least half of the office-type uses, double the restaurant uses, and increase the retail by half. It has also been recommended that retail be open at night. This version of the future has been analyzed by taking the following steps: first, the office category (including medical) was cut in half in each block; second, the space cut from office was converted to restaurant until that use had doubled, or in the case of no previous restaurant in a block, had reached 5000 SF; third, any remaining square footage was put into the retail category, and retail was assumed open at night. Under this new scenario, it is no longer correct to use the

existing capture factors. These are based upon people being drawn to the district for other reasons and staying to shop or to eat, which diminishes the need for parking for the retail and restaurant uses. Obviously, as the other uses go away, the capture factor also goes away. Although some capture will still occur, it will become negligible, so has been deleted as a parking reduction for retail and restaurant use. In effect, this scenario changes the district from a mixed-use center to a shopping center, which will entail the need for more parking as the analysis indicates.

Table V lists the new land uses assumed for the long term analysis. Only the blocks from 2900 to 3500 are changed, as recommended in the marketing study. Table VI summarizes the resulting parking surplus or deficit block by block; the printouts for each block are included in the appendix. Figures 10 through 12 show in map form the conditions in bordering blocks.

In order to make this scenario function in terms of parking, new supply needs to be added, and access to the existing supply south of Central needs to be improved. To satisfy the weekday noontime demand, Amherst south of Central should be abandoned as a street and redesigned for 90 degree parking, as is planned. Tulane south of Central should also be handled that way; ample right-of-way is available here. A pedestrian-activated signal to cross Central will be needed at Tulane as well, because major deficits occur north of Central and the only place where parking can be increased is to the south. The signal should cycle with the Carlisle signal, but only when activated. Finally, the employees of Nob Hill Center will need to park across Carlisle, perhaps in the lot behind the church. Alternatively, a parking deck could be constructed on the lot behind the center. If this is done, a two-level structure would cause the least visual intrusion in the area. Visitors should be allowed to park on the ground floor and employees above, because parking structures are intimidating to visitors.

Saturday parking can be accommodated under this scenario if both the parking behind the church in block 3600S and the parking in block 3600N can be utilized. The reliance on the church parking could pose problems if events such as Saturday afternoon weddings coincide, which would lend greater weight to the parking deck option. Block 3600N also includes office space and parking north of Copper, which should be available under a shared parking arrangement for Saturdays. The used car parking lot might be another candidate for leased parking arrangements, if it is not fully utilized for car sales. Another parking deficiency occurs in block 3200N and is of such a magnitude in combination with block 3000N that parking will have to be utilized across Central. This introduces a need for another signal at Bryn Mawr, which should be pedestrian-activated and cycle with Carlisle or with Richmond. This signal cannot replace the one at Richmond, which is also needed to serve pedestrians between blocks 3000S and 3000N. If in the long term parking is developed in the Monte Vista right-of-way, this second new signal would not be needed.

Finally, nighttime under the scenario of retail opening places the greatest demand on the parking supply. However, the improvements already recommended would satisfy the demand.

LAND USE AND PARKING SUMMARY LONG TERM ANALYSIS

Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2900MV 10528 Sq. Ft. 5441 Sq. Ft. 5250 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2000VS 25100 Sq. Ft. 2000 Sq. Ft. 5471 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2000UN 4800 Sq. Ft. 6702 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Library Lodging	2500VS 29782 Sq. Ft. 11125 Sq. Ft. 2300 Sq. Ft. 6285 Sq. Ft. 0 Units
OFF-STREET SFCS. ON-STREET SFCS.	76 29	OFF-STREET SFCS. ON-STREET SFCS.	184 26	OFF-STREET SFCS. ON-STREET SFCS.	102 12	OFF-STREET SFCS. ON-STREET SFCS.	126 29
Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2900N 2282 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	3100N 16100 Sq. Ft. 5100 Sq. Ft. 0 Sq. Ft. 4900 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	3000S 12090 Sq. Ft. 2260 Sq. Ft. 0 Sq. Ft. 1027 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	3000S 12090 Sq. Ft. 2260 Sq. Ft. 0 Sq. Ft. 1027 Sq. Ft. 0 Sq. Ft. 0 Units
OFF-STREET SFCS. ON-STREET SFCS.	15 0	OFF-STREET SFCS. ON-STREET SFCS.	165 26	OFF-STREET SFCS. ON-STREET SFCS.	71 25	OFF-STREET SFCS. ON-STREET SFCS.	71 25
Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2900S 24000 Sq. Ft. 6500 Sq. Ft. 5000 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other School Lodging	3100S 18000 Sq. Ft. 6900 Sq. Ft. 9456 Sq. Ft. 6000 Sq. Ft. 5980 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Theatre Lodging	3400N 22500 Sq. Ft. 3500 Sq. Ft. 324 Sq. Ft. 2700 Sq. Ft. 2040 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Theatre Lodging	3400N 22500 Sq. Ft. 3500 Sq. Ft. 324 Sq. Ft. 2700 Sq. Ft. 2040 Sq. Ft. 0 Units
OFF-STREET SFCS. ON-STREET SFCS.	176 17	OFF-STREET SFCS. ON-STREET SFCS.	139 40	OFF-STREET SFCS. ON-STREET SFCS.	78 21	OFF-STREET SFCS. ON-STREET SFCS.	78 21
Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2000MV 12884 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Theatre Lodging	2000N 22500 Sq. Ft. 5000 Sq. Ft. 4900 Sq. Ft. 2345 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Karate Studio Lodging	3400S 21800 Sq. Ft. 7000 Sq. Ft. 1720 Sq. Ft. 7000 Sq. Ft. 2590 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Karate Studio Lodging	3400S 21800 Sq. Ft. 7000 Sq. Ft. 1720 Sq. Ft. 7000 Sq. Ft. 2590 Sq. Ft. 0 Units
OFF-STREET SFCS. ON-STREET SFCS.	27 0	OFF-STREET SFCS. ON-STREET SFCS.	48 18	OFF-STREET SFCS. ON-STREET SFCS.	140 48	OFF-STREET SFCS. ON-STREET SFCS.	140 48
Block No. Retail Restaurant/Bar Office-Medical Office-Other Theatre Lodging	3000N 28458 Sq. Ft. 4000 Sq. Ft. 0 Sq. Ft. 7150 Sq. Ft. 7702 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Miscellaneous Lodging	2000S 12900 Sq. Ft. 7150 Sq. Ft. 1400 Sq. Ft. 4200 Sq. Ft. 0 Sq. Ft. 55 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Athletic Club Lodging	2500N 7600 Sq. Ft. 2000 Sq. Ft. 0 Sq. Ft. 1500 Sq. Ft. 7406 Sq. Ft. 0 Units	Block No. Retail Restaurant/Bar Office-Medical Office-Other Athletic Club Lodging	2500N 7600 Sq. Ft. 2000 Sq. Ft. 0 Sq. Ft. 1500 Sq. Ft. 7406 Sq. Ft. 0 Units
OFF-STREET SFCS. ON-STREET SFCS.	21 24	OFF-STREET SFCS. ON-STREET SFCS.	120 47	OFF-STREET SFCS. ON-STREET SFCS.	43 16	OFF-STREET SFCS. ON-STREET SFCS.	43 16

Table V

Table VI

PARKING SUPPLY AND DEMAND SUMMARY LONG TERM

Block No.	2900MV	2900N	2900S	3000MV	3000N	3000S	Totals
Total Parking Spcs	105	15	153	27	45	210	555
Employee Deficit	0	0	0	0	49	0	
Supply - Demand							
Noon	2	8	-4	-18	-94	86	-20
Night	-4	8	-12	-16	-154	77	-101
Saturday	22	6	8	-29	-129	78	-44

Block No.	3100N	3100S	3200N	3200S	3300N	3300S	Totals
Total Parking Spc	191	279	66	173	114	96	919
Employee Deficit	0	0	5	0	0	0	
Supply - Demand							
Noon	74	85	-61	24	29	20	171
Night	69	126	-104	-12	5	13	97
Saturday	87	146	-82	46	45	23	265

Block No.	3400N	3400S	3500N	3500S	Totals
Total Parking Spc	99	188	59	165	511
Employee Deficit	0	0	0	0	
Supply - Demand					
Noon	-17	16	-18	-93	-112
Night	-38	9	-30	-113	-172
Saturday	-30	34	-23	-87	-106

Block No.	3600N	3600S	3700N	3700S	3800N	3800S	Totals
Total Parking Spc	90	189	70	141	130	156	776
Employee Deficit	0	0	0	0	0	0	
Supply - Demand							
Noon	57	135	43	102	117	106	560
Night	89	102	29	69	115	132	536
Saturday	73	127	53	95	113	93	554

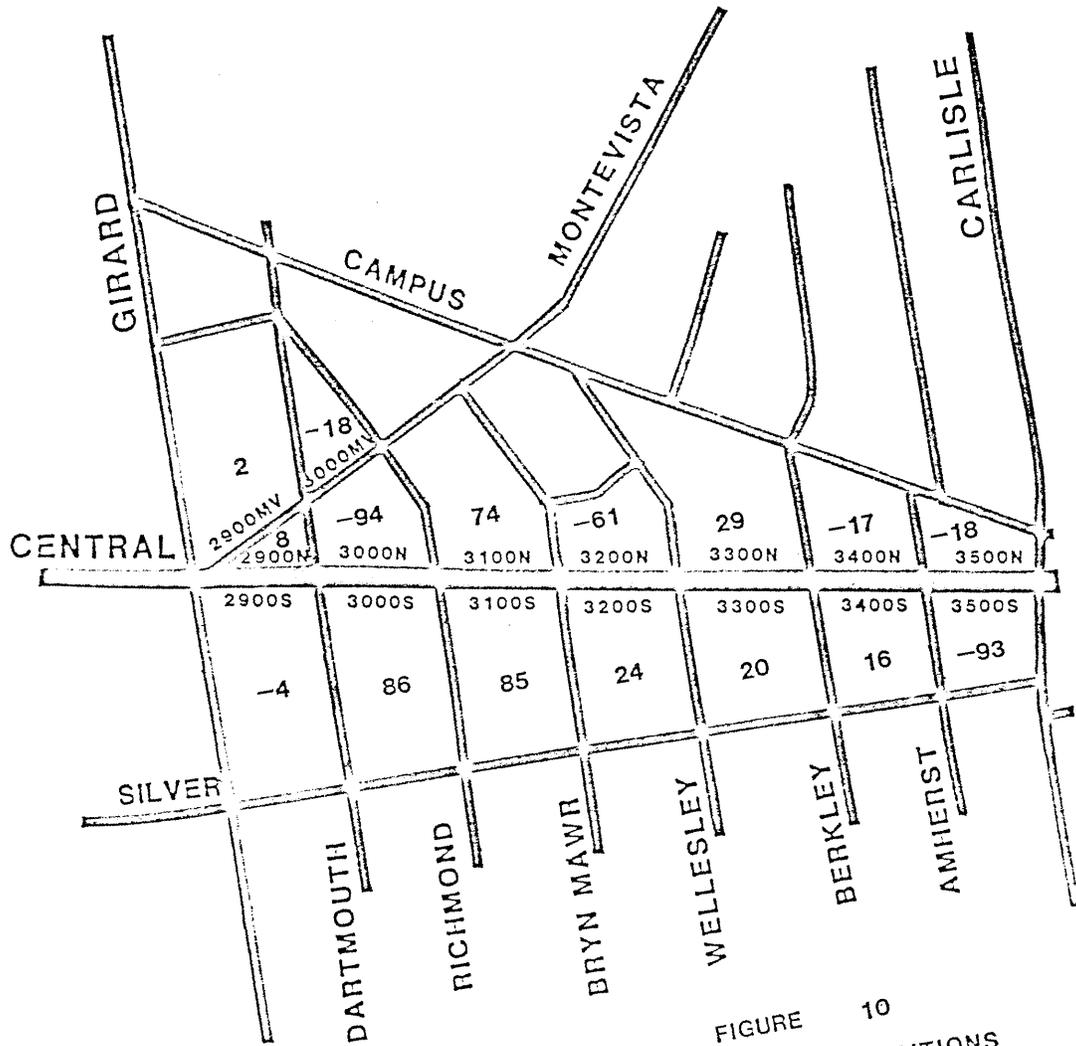


FIGURE 10
 FUTURE CONDITIONS
 NOON PARKING
 SURPLUS(+) OR DEFICIT(-)

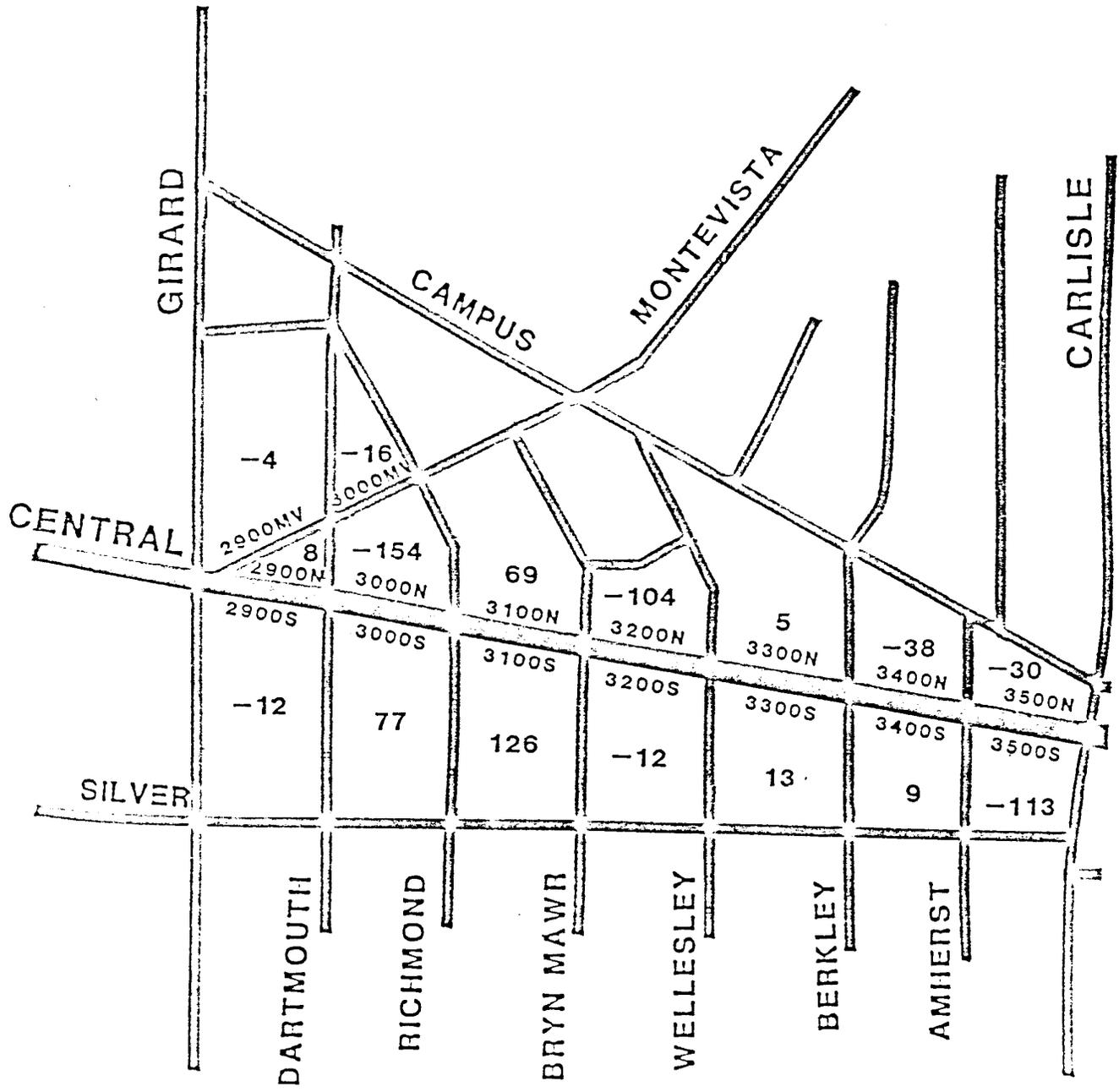


FIGURE 11
 FUTURE CONDITIONS
 NIGHT WITH RETAIL
 SURPLUS(+) OR DEFICIT(-)

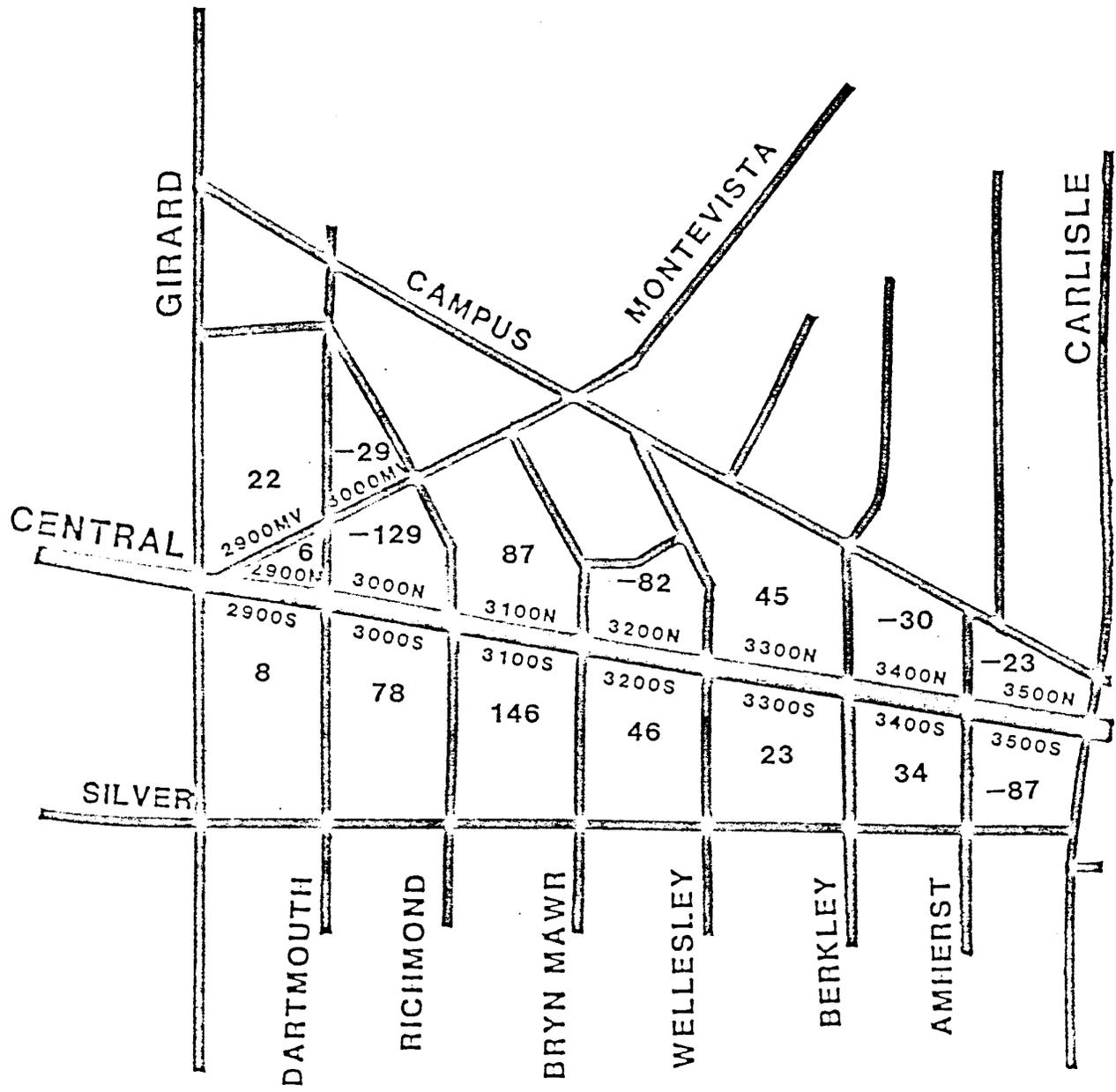


FIGURE 12
 FUTURE CONDITIONS
 SATURDAY
 SURPLUS(+) OR DEFICIT(-)

Parking Demand East of Carlisle

The supply and demand analysis presented no surprises for the blocks between Carlisle and Washington, 3600 to 4300. The only deficit occurs in block 4000N on Saturday when a combination of retail uses (assuming viable and fully occupied use) and a club (run as restaurant/bar) combine to create slightly more demand than the supply. However, ample parking exists in block 3900N to provide for overflow. Although lodging was run as a shared-use candidate in terms of parking, in each block enough parking other than the supply for lodging exists to satisfy the other uses, so no use of motel parking for other uses is needed.

It is clear that no parking problem is apt to develop in the future since this area has been developed with adequate parking, and any future use should be expected to be as well provided for. The marketing analysis made no recommendations regarding future land use changes.

Albuquerque Parking Regulations

In reviewing the existing zoning ordinance pertaining to parking, several issues arise affecting Nob Hill Main Street:

1. Section 40.A specifically exempts any building constructed before October 22, 1965 from the requirement to provide off-street parking except where on-premise ground space is available. It is important to the area that each use be fully accommodated as to parking, regardless of the age of the building or the use therein. Any specific regulations developed for the district, particularly with regard to shared parking, should include all properties, so that a piecemeal approach can be avoided. Care should be taken that no existing building or use suffers any disadvantage due to the new regulations, however.
2. Section 40.A.1.p requires more office space parking than would be warranted based on current research, particularly in a district well served by transit. The intercept survey found that only 75% of the respondents who work in the area had driven to work, while the others had walked, ridden a bus or a bicycle, or used some other mode. If a shared parking provision were to be written into the zoning ordinance, it would be advantageous to have the individual uses calculated as precisely as possible. To this end, parking accumulation studies should be made to establish the Nob Hill requirements by specific use.
3. Section 40.A.1.w provides for parking for restaurant uses, but specifies the number of seats as the parameter. In translating from seats to square feet, it appears that the code parking may be too low for appropriate use in developing a shared parking ordinance. A

demand range of 0.38 to 0.74 per seat is given in the ITE Parking Generation Manual, while the code requires only 0.25 spaces per seat. A more precise calculation can be done in advance of occupancy by using square footage. Again, local parking accumulation studies should be done.

4. In Section 40.A.1.x, the amount of parking required for retail use may be a little excessive for this area of high transit usage. The intercept survey indicated that only 63% of total respondents drove a car to the area. An appropriate rate might be one space per 250 GSF.
5. Section 40.A.4.a-c would need to be suspended for properties qualifying under the shared parking ordinance. In its place would be allowed a new calculation of the total parking to be provided for a combination of uses, and the original requirements for existing uses would be superseded by the new shared use requirements, so long as contractual obligations remained in force. Any new use proposed in the area would be required to identify the parking it would be contracting to use, and at what times of day; in that way parking would only be added as appropriate, and the existing structures and character of the area could be protected from unnecessary demolition to provide parking in excess of that needed.
6. Section 40.A.4.d should be considered for amendment for Albuquerque as a whole, if mixed-use developments are to be encouraged. In general, any mix of employment centers with retail and restaurant uses on site within walking distance from each other could be granted a 10% reduction in parking, even without performing an analysis. This study has predicted a 32% reduction due to the effects of various uses experiencing peaks at different times.

Recommendations

The key to making parking in the district work lies mostly in management of the existing parking supply to best serve the needs of the district. An organized body should be empowered to manage parking in the district. This body would:

- A. Work with the City to obtain specific parking regulations for the district, to enable the use of shared parking between uses under multiple ownership, with contractual obligations to ensure that sufficient parking would be provided.
- B. Work with the multiple owners of vacant land or under-utilized parking to develop equitable and mutually advantageous lease agreements so that potential parking can be fully utilized, particularly in blocks 3000S, 3100N, and 3100S. Under future conditions as described in this report, blocks 3600N (including north of Copper) and 3600S will also become important sources of shared parking for the adjacent blocks.

- C. Make arrangements for parking meter enforcement specifically for the district to encourage high turn-over of retail spaces.
- D. Work toward the goal of having all on-street spaces in the heavy retail area metered. This will not only encourage their use as short term parking but will better delineate curb space and thus create more usable spaces. Merchants should be encouraged to portray this as a positive to customers and to reimburse parking meter change.

Additional parking also needs to be created, both for the short term and for the long term. Specifically, the district parking body should:

- E. Work with the City to obtain additional on-street parking by abandonment of street dedication in the 100 blocks of Amherst both north and south of Central, of Dartmouth north of Central, and of Tulane, south of Central. These rights-of-way should remain in public hands for use as parking lots, equipped with meters allowing two hour parking. Adequate right-of-way width appears to exist to allow 90 degree parking with a minimum of 24 feet of aisle space. This arrangement permits traffic to approach from either direction and leave in either direction, so eliminates the need of a turn-around. The lots could be closed off into the neighborhoods if desired, although leaving them open permits better access by the neighborhood and for emergency vehicles, as well as providing better circulation for the district.
- F. Work with the City to have traffic signals installed as the need arises if the district begins to take shape as projected by the marketing study. Signals will be needed at Bryn Mawr and at Tulane in order to allow usage of parking surpluses to the south of Central for demand to the north. Each signal might cost \$60,000. The other alternative would be to construct more parking north of Central; as long as the residential uses remain, little opportunity for expanded parking exists, except to use Richmond or Monte Vista. Traffic demand on these streets should be studied if more need arises to see if either might be a candidate for increased parking.
- G. Consider a parking structure for the lot at Carlisle and Silver under the long term scenario. A two-level deck would be the most cost-effective and would provide sufficient parking. Meters could be used on the ground floor to encourage high turnover, with monthly parking (decal, for enforcement) on the deck.

Prioritization of Recommendations

SHORT TERM

1. Convert Amherst to a parking lot, north and south of Central.

Meter the spaces.

2. Begin enforcing meters after a suitable education campaign. Encourage merchants to pay for meter cost to customers.
3. Add meters to curbs on the side streets where demand for short term parking is high.
4. Begin work within the district to build a consensus on the value of shared parking strategies and the need for special enabling parking regulations for Nob Hill.
5. Encourage consolidation of parking lots for greater efficiency in parking design, and the redesign of other lots in areas of high demand.
6. Where parking is available to the public during certain hours, sign appropriately. The cost should be borne by the district, and signs should be uniform.

LONG TERM

1. Shared parking enabling legislation will be essential, if the district is to develop further. This is the first priority in the long term.
2. Convert Tulane south of Central and Dartmouth north of Central to parking lots and meter.
3. Install pedestrian-activated traffic signals at Tulane and at Bryn Mawr.
4. Construct a two-level parking structure behind the Nob Hill Center.

APPENDIX A
EXISTING CONDITIONS

Block No. 2900MV

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	11	32	11	65	0	0	13	1	0	0	0	0
Noon	11	18	11	35	0	0	12	0	0	0	0	0
Night	0	0	11	65	0	0	1	0	0	0	0	0
Saturday	11	32	11	29	0	0	1	0	0	0	0	0

Totals		
Empl	Vis	Total
21229	SF	
35	97	132
33	53	86
12	65	77
22	61	83

Off-Street Spaces: 76
 On-Street Spaces: 29
 Total Spaces Available: 105
 Maximum Parking Needed: 86
 Time of Maximum: Noon
 Surplus(+) or Deficit(-) 19

Block No. 2900N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	2	7	0	0	0	0	0	0	0	0	0	0	0
Noon	2	4	0	0	0	0	0	0	0	0	0	0	0
Night	0	0	0	0	0	0	0	0	0	0	0	0	0
Saturday	2	7	0	0	0	0	0	0	0	0	0	0	0

Totals		
Empl	Vis	Total
2282	SF	
2	7	9
2	4	6
0	0	0
2	7	9

Off-Street Spaces: 15
 On-Street Spaces: 0
 Total Spaces Available: 15
 Maximum Parking Needed: 9
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 6

Block No. 29006

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	22	67	7	39	0	0	25	1	0	0	0	0	0
Noon	22	38	7	21	0	0	23	1	0	0	0	0	0
Night	0	0	7	39	0	0	1	0	0	0	0	0	0
Saturday	22	67	7	18	0	0	1	0	0	0	0	0	0

Totals		
Empl	Vis	Total
35539	SF	
54	107	161
51	60	111
8	39	47
30	84	114

Off-Street Spaces: 136
 On-Street Spaces: 17
 Total Spaces Available: 153
 Maximum Parking Needed: 114
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 39

Block No. 3000MV

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	13884	SF	0	SF	0	SF	0	SF	0	SF	0		
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	14	42	0	0	0	0	0	0	0	0	0	0	0
Noon	14	24	0	0	0	0	0	0	0	0	0	0	0
Night	0	0	0	0	0	0	0	0	0	0	0	0	0
Saturday	14	42	0	0	0	0	0	0	0	0	0	0	0

Totals		
13884	SF	
Empl	Vis	Total
14	42	56
14	24	38
0	0	0
14	42	56

Off-Street Spaces: 27
 On-Street Spaces: 0
 Total Spaces Available: 27
 Maximum Parking Needed: 56
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -29

Block No. 3000N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Theatre		Lodging	
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Use	24952	SF	0	SF	0	SF	15150	SF	7302	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	25	75	0	0	0	0	38	2	7	58	0	0
Noon	25	43	0	0	0	0	34	1	0	0	0	0
Night	0	0	0	0	0	0	2	0	7	58	0	0
Saturday	25	75	0	0	0	0	2	0	4	41	0	0

Totals		
Empl	Vis	Total
47310	SF	
70	135	205
59	44	103
9	58	68
30	115	146

Off-Street Spaces: 21
 On-Street Spaces: 24
 Total Spaces Available: 45
 Maximum Parking Needed: 146
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -101

Block No. 3000S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	24	71	0	0	5	11	14	1	0	0	0	0	0
Noon	24	40	0	0	5	3	13	1	0	0	0	0	0
Night	0	0	0	0	0	0	1	0	0	0	0	0	0
Saturday	24	71	0	0	2	3	1	0	0	0	0	0	0

Totals		
Empl	Vis	Total
43	83	126
41	44	85
1	0	1
26	74	100

Off-Street Spaces: 184
 On-Street Spaces: 26
 Total Spaces Available: 210
 Maximum Parking Needed: 100
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 110

Block No. 3100N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Use	13942	SF	2550	SF	0	SF	9812	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	14	42	5	31	0	0	25	1	0	0	0	0
Noon	14	24	5	16	0	0	22	1	0	0	0	0
Night	0	0	5	31	0	0	1	0	0	0	0	0
Saturday	14	42	5	14	0	0	1	0	0	0	0	0

Totals		
26304	SF	
Empl	Vis	Total
44	73	117
41	41	82
6	31	37
20	56	76

Off-Street Spaces: 165
 On-Street Spaces: 26
 Total Spaces Available: 191
 Maximum Parking Needed: 82
 Time of Maximum: Noon
 Surplus(+) or Deficit(-) 109

Block No. 3200N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Theatre		Lodging	
	20142	SF	2534	SF	0	SF	9758	SF	3345	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	20	60	5	30	0	0	24	1	3	27	0	0
Noon	20	34	5	16	0	0	22	1	0	0	0	0
Night	0	0	5	30	0	0	1	0	3	27	0	0
Saturday	20	60	5	14	0	0	1	0	2	19	0	0

Totals		
Empl	Vis	Total
35779	SF	
53	119	172
47	51	98
10	57	67
28	93	121

Off-Street Spaces: 48
 On-Street Spaces: 18
 Total Spaces Available: 66
 Maximum Parking Needed: 121
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -55

Block No. 3200S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	13197	SF	3575	SF	1400	SF	8577	SF	0	SF	55	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	13	40	7	43	1	3	21	1	0	0	4	42
Noon	13	23	7	23	1	1	19	1	0	0	4	13
Night	0	0	7	43	0	0	1	0	0	0	2	40
Saturday	13	40	7	19	0	1	1	0	0	0	4	13

Totals		
Empl	Vis	Total
26749	SF	
48	128	176
45	59	105
10	93	93
25	72	97

Off-Street Spaces: 130
 On-Street Spaces: 43
 Total Spaces Available: 173
 Maximum Parking Needed: 105
 Time of Maximum: Noon
 Surplus(+) or Deficit(-) 68

Block No. 3300N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	4800	SF	6703	SF	0	SF	0	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	5	14	13	80	0	0	0	0	0	0	0	0
Noon	5	8	13	43	0	0	0	0	0	0	0	0
Night	0	0	13	80	0	0	0	0	0	0	0	0
Saturday	5	14	13	36	0	0	0	0	0	0	0	0

Totals		
Empl	Vis	Total
11507	SF	
18	95	113
18	51	69
13	80	94
18	51	69

Off-Street Spaces: 102
 On-Street Spaces: 12
 Total Spaces Available: 114
 Maximum Parking Needed: 94
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 20

Block No. 3005

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	Units	
	12090		2220		0		2075		0		0	
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	12	36	4	27	0	0	5	0	0	0	0	0
noon	12	21	4	14	0	0	5	0	0	0	0	0
Night	0	0	4	27	0	0	0	0	0	0	0	0
Saturday	12	36	4	12	0	0	0	0	0	0	0	0

Totals		
16385	SF	
Empl	Vis	Total
22	63	85
21	35	56
5	27	31
17	48	65

Off-Street Spaces: 71
 On-Street Spaces: 25
 Total Spaces Available: 96
 Maximum Parking Needed: 65
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 31

Block No. 34008

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Karate Studio		Lodging	
Use	16744	SF	3536	SF	1720	SF	15600	SF	2590	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	17	50	7	42	2	4	39	2	3	10	0	0
Noon	17	29	7	22	2	1	35	1	1	5	0	0
Night	0	0	7	42	0	0	2	0	3	10	0	0
Saturday	17	50	7	19	1	1	2	0	3	10	0	0

Totals		
Empl	Vis	Total
40190	SF	
67	108	175
62	59	120
12	53	64
29	81	110

Off-Street Spaces:	140
On-Street Spaces:	48
Total Spaces Available:	188
Maximum Parking Needed:	120
Time of Maximum:	Noon
Surplus(+) or Deficit(-)	68

Block No. 3500N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Athletic Club		Lodging	
	7084	SF	990	SF	0	SF	2973	SF	7406	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	7	21	2	12	0	0	7	0	7	30	0	0
Noon	7	12	2	6	0	0	7	0	4	15	0	0
Night	0	0	2	12	0	0	0	0	7	30	0	0
Saturday	7	21	2	5	0	0	0	0	7	30	0	0

Totals		
18453	SF	
Empl	Vis	Total
24	63	87
19	33	53
10	42	51
17	56	73

Off-Street Spaces: 43
 On-Street Spaces: 16
 Total Spaces Available: 59
 Maximum Parking Needed: 73
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -14

Block No. 3500S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Library		Lodging	
	SF	SF	SF	SF	SF	SF	SF	SF	SF	SF	Units	Units
	39782		7735		0		6701		6385		0	
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	40	119	15	93	0	0	17	1	3	6	0	0
Noon	40	68	15	49	0	0	15	1	2	3	0	0
Night	0	0	15	93	0	0	1	0	0	0	0	0
Saturday	40	119	15	42	0	0	1	0	3	6	0	0

Totals		
60603	SF	
Empl	Vis	Total
75	219	294
72	121	193
16	93	109
59	168	227

Off-Street Spaces: 136
 On-Street Spaces: 39
 Total Spaces Available: 165
 Maximum Parking Needed: 227
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -62

Block No. 3600N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	SF	0	SF	1500	SF	9150	SF	0	SF	0	Units	
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	4	11	0	0	2	3	23	1	0	0	0	0
Noon	4	6	0	0	1	1	21	1	0	0	0	0
Night	0	0	0	0	0	0	1	0	0	0	0	0
Saturday	4	11	0	0	0	1	1	0	0	0	0	0

Totals		
14275	SF	
Empl	Vis	Total
28	15	43
26	8	33
1	0	1
5	12	17

Off-Street Spaces: 67
 On-Street Spaces: 23
 Total Spaces Available: 90
 Maximum Parking Needed: 33
 Time of Maximum: Noon
 Surplus(+) or Deficit(-) 57

Block No. 36005

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Church		Lodging	
	8327	SF	2016	SF	0	SF	2100	SF	45000	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	8	25	4	24	0	0	5	0	9	495	0	0
Noon	8	14	4	13	0	0	5	0	5	5	0	0
Night	0	0	4	24	0	0	0	0	9	50	0	0
Saturday	8	25	4	11	0	0	0	0	9	5	0	0

Totals		
Empl	Vis	Total
57443	SF	
27	544	571
22	32	54
22	91	113
22	41	62

Off-Street Spaces: 142
 On-Street Spaces: 47
 Total Spaces Available: 189
 Maximum Parking Needed: 113
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 76

Block No. 3700N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	0	SF	0	SF	0	SF	4600	SF	0	SF	53	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	0	0	0	0	0	0	12	0	0	0	4	40
Noon	0	0	0	0	0	0	10	0	0	0	4	12
Night	0	0	0	0	0	0	1	0	0	0	2	38
Saturday	0	0	0	0	0	0	1	0	0	0	4	12

Totals		
4600	SF	
Empl	Vis	Total
16	41	56
15	12	27
3	38	41
5	12	17

Off-Street Spaces: 56
 On-Street Spaces: 14
 Total Spaces Available: 70
 Maximum Parking Needed: 41
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 29

Block No. 3700S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Church		Lodging	
	SF	0	SF	0	SF	0	2814	SF	45000	SF	17	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	7	20	0	0	0	0	7	0	9	495	1	13
Noon	7	11	0	0	0	0	6	0	5	5	1	4
Night	0	0	0	0	0	0	0	0	9	50	1	12
Saturday	7	20	0	0	0	0	0	0	9	5	1	4

Totals		
54358	SF	
Empl	Vis	Total
24	528	552
19	20	39
17	75	92
17	28	46

Off-Street Spaces: 101
 On-Street Spaces: 40
 Total Spaces Available: 141
 Maximum Parking Needed: 92
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 49

Block No. 3800N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	2613	SF	0	SF	0	SF	0	SF	0	SF	20	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	3	8	0	0	0	0	0	0	0	0	2	15
Noon	3	4	0	0	0	0	0	0	0	0	2	5
Night	0	0	0	0	0	0	0	0	0	0	1	14
Saturday	3	8	0	0	0	0	0	0	0	0	2	5

Totals		
2613	SF	
Empl	Vis	Total
4	23	27
4	9	13
1	14	15
4	12	17

Off-Street Spaces: 115
 On-Street Spaces: 15
 Total Spaces Available: 130
 Maximum Parking Needed: 17
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 113

Block No. 3800S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	13255	SF	0	SF	0	SF	2063	SF	0	SF	31	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	13	40	0	0	0	0	5	0	0	0	2	24
Noon	13	23	0	0	0	0	5	0	0	0	2	7
Night	0	0	0	0	0	0	0	0	0	0	1	22
Saturday	13	40	0	0	0	0	0	0	0	0	2	7

Totals		
15318	SF	
Empl	Vis	Total
21	64	84
20	30	50
1	22	24
16	47	63

Off-Street Spaces: 116
 On-Street Spaces: 40
 Total Spaces Available: 156
 Maximum Parking Needed: 63
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 93

Block No. 3900N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	9627	SF	5105	SF	0	SF	0	SF	0	SF	0	SF	
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	10	29	10	61	0	0	0	0	0	0	0	0	0
Noon	10	16	10	32	0	0	0	0	0	0	0	0	0
Night	0	0	10	61	0	0	0	0	0	0	0	0	0
Saturday	10	29	10	28	0	0	0	0	0	0	0	0	0

Totals		
14732	SF	
Empl	Vis	Total
20	90	110
20	49	69
10	61	71
20	56	76

Off-Street Spaces: 99
 On-Street Spaces: 10
 Total Spaces Available: 109
 Maximum Parking Needed: 76
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 33

Block No. 3900S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	10998	SF	1800	SF	1550	SF	0	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	11	33	4	22	2	3	0	0	0	0	0	0
Noon	11	19	4	11	1	1	0	0	0	0	0	0
Night	0	0	4	22	0	0	0	0	0	0	0	0
Saturday	11	33	4	10	0	1	0	0	0	0	0	0

Totals		
14348	SF	
Empl	Vis	Total
16	58	74
16	31	47
4	22	25
15	44	59

Off-Street Spaces: 76
 On-Street Spaces: 33
 Total Spaces Available: 109
 Maximum Parking Needed: 59
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 50

Block No. 4000N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Church		Lodging	
	29102	SF	3600	SF	0	SF	0	SF	1475	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	29	87	7	43	0	0	0	0	1	16	0	0
Noon	29	50	7	23	0	0	0	0	1	0	0	0
Night	0	0	7	43	0	0	0	0	1	2	0	0
Saturday	29	87	7	19	0	0	0	0	1	0	0	0

Totals		
Empl	Vis	Total
34177	SF	
38	147	184
37	73	110
8	45	53
38	107	145

Off-Street Spaces: 103
 On-Street Spaces: 30
 Total Spaces Available: 133
 Maximum Parking Needed: 145
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -12

Block No. 40005

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	SF	0	SF	12304	SF	0	SF	0	SF	0	SF	17 Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	17	50	0	0	12	26	0	0	0	0	1	13
Noon	17	28	0	0	11	6	0	0	0	0	1	4
Night	0	0	0	0	0	0	0	0	0	0	1	12
Saturday	17	50	0	0	4	8	0	0	0	0	1	4

Totals		
28944	SF	
Empl	Vis	Total
30	89	119
29	39	68
1	12	13
22	62	83

Off-Street Spaces: 75
 On-Street Spaces: 41
 Total Spaces Available: 116
 Maximum Parking Needed: 83
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 33

Block No. 4100N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	0	SF	3600	SF	0	SF	0	SF	0	SF	90	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	0	0	7	43	0	0	0	0	0	0	7	68
Noon	0	0	7	23	0	0	0	0	0	0	7	21
Night	0	0	7	43	0	0	0	0	0	0	4	65
Saturday	0	0	7	19	0	0	0	0	0	0	7	21

Totals		
Empl	Vis	Total
3600	SF	
14	112	126
14	43	58
11	108	119
14	40	54

Off-Street Spaces: 148
 On-Street Spaces: 20
 Total Spaces Available: 168
 Maximum Parking Needed: 119
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 49

Block No. 4100S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	0	SF	7973	SF	4636	SF	8830	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	0	0	16	96	5	10	22	1	0	0	0	0
Noon	0	0	16	51	4	2	20	1	0	0	0	0
Night	0	0	16	96	0	0	1	0	0	0	0	0
Saturday	0	0	16	43	1	3	1	0	0	0	0	0

Totals		
21439	SF	
Empl	Vis	Total
43	106	149
40	54	94
17	96	113
18	46	64

Off-Street Spaces: 119
 On-Street Spaces: 34
 Total Spaces Available: 153
 Maximum Parking Needed: 113
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 40

Block No. 4200N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	6445	SF	543	SF	0	SF	10000	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	6	19	1	7	0	0	25	1	0	0	0	0
Noon	6	11	1	3	0	0	23	1	0	0	0	0
Night	0	0	1	7	0	0	1	0	0	0	0	0
Saturday	6	19	1	3	0	0	1	0	0	0	0	0

Totals		
16988	SF	
Empl	Vis	Total
33	27	59
30	15	45
2	7	9
9	22	31

Off-Street Spaces: 71
 On-Street Spaces: 22
 Total Spaces Available: 93
 Maximum Parking Needed: 45
 Time of Maximum: Noon
 Surplus(+) or Deficit(-) 48

Block No. 4200S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	2100	SF	6000	SF	5700	SF	0	SF	0	SF	11	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	2	6	12	72	6	12	0	0	0	0	1	8
Noon	2	4	0	0	5	3	0	0	0	0	1	3
Night	0	0	12	72	0	0	0	0	0	0	0	8
Saturday	2	6	12	32	2	4	0	0	0	0	1	3

Totals		
13800	SF	
Empl	Vis	Total
21	99	119
8	9	17
12	80	92
17	45	61

Off-Street Spaces: 183
 On-Street Spaces: 40
 Total Spaces Available: 223
 Maximum Parking Needed: 92
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 131

Block No. 4300N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	0	SF	2400	SF	0	SF	0	SF	0	SF	84	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	0	0	5	29	0	0	0	0	0	0	7	64
Noon	0	0	5	15	0	0	0	0	0	0	7	19
Night	0	0	5	29	0	0	0	0	0	0	3	61
Saturday	0	0	5	13	0	0	0	0	0	0	7	19

Totals		
2400	SF	
Empl	Vis	Total
12	93	104
12	34	46
8	89	98
12	32	44

Off-Street Spaces: 149
 On-Street Spaces: 18
 Total Spaces Available: 167
 Maximum Parking Needed: 98
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 69

Block No. 4300S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	7120	SF	0	SF	10264	SF	0	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	7	21	0	0	10	22	0	0	0	0	0	0
Noon	7	12	0	0	9	5	0	0	0	0	0	0
Night	0	0	0	0	0	0	0	0	0	0	0	0
Saturday	7	21	0	0	3	6	0	0	0	0	0	0

Totals		
17384	SF	
Empl	Vis	Total
17	43	60
16	18	34
0	0	0
10	28	38

Off-Street Spaces: 139
 On-Street Spaces: 22
 Total Spaces Available: 161
 Maximum Parking Needed: 38
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 123

APPENDIX B
FUTURE CONDITIONS

Block No. 2900MV

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
Use	10538	SF	5441	SF	0	SF	5250	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	11	32	11	65	0	0	13	1	0	0	0	0
Noon	11	24	11	46	0	0	12	0	0	0	0	0
Night	11	22	11	65	0	0	1	0	0	0	0	0
Saturday	11	32	11	29	0	0	1	0	0	0	0	0

Totals		
21229	SF	
Empl	Vis	Total
35	97	132
33	70	103
22	87	109
22	61	83

Off-Street Spaces: 76
 On-Street Spaces: 29
 Total Spaces Available: 105
 Maximum Parking Needed: 109
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -4

Block No. 2900N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	2282	SF	0	SF	0	SF	0	SF	0	SF	0	Units	
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	2	7	0	0	0	0	0	0	0	0	0	0	
Noon	2	5	0	0	0	0	0	0	0	0	0	0	
Night	2	5	0	0	0	0	0	0	0	0	0	0	
Saturday	2	7	0	0	0	0	0	0	0	0	0	0	

Totals		
Empl	Vis	Total
2282	SF	
2	7	9
2	5	7
2	5	7
2	7	9

Off-Street Spaces: 15
 On-Street Spaces: 0
 Total Spaces Available: 15
 Maximum Parking Needed: 9
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) 6

Block No. 2900S

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
Use	24000	SF	6500	SF	0	SF	5000	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	24	72	13	78	0	0	13	1	0	0	0	0
Noon	24	54	13	55	0	0	11	0	0	0	0	0
Night	24	50	13	78	0	0	1	0	0	0	0	0
Saturday	24	72	13	35	0	0	1	0	0	0	0	0

Totals		
Empl	Vis	Total
35500	SF	
50	151	200
48	109	157
38	128	165
38	107	145

Off-Street Spaces: 136
 On-Street Spaces: 17
 Total Spaces Available: 153
 Maximum Parking Needed: 165
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -12

Block No. 3000MV

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging		Units
	13884	SF	0	SF	0	SF	0	SF	0	SF	0	SF	
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	
Maximum	14	42	0	0	0	0	0	0	0	0	0	0	0
Noon	14	31	0	0	0	0	0	0	0	0	0	0	0
Night	14	29	0	0	0	0	0	0	0	0	0	0	0
Saturday	14	42	0	0	0	0	0	0	0	0	0	0	0

Totals		
13884	SF	
Empl	Vis	Total
14	42	56
14	31	45
14	29	43
14	42	56

Off-Street Spaces: 27
 On-Street Spaces: 0
 Total Spaces Available: 27
 Maximum Parking Needed: 56
 Time of Maximum: Saturday
 Surplus(+) or Deficit(-) -29

Block No. 3000N

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Theatre		Lodging	
Use	24858	SF	4000	SF	0	SF	7150	SF	7302	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	25	75	8	48	0	0	18	1	7	58	0	0
Noon	25	56	8	34	0	0	16	1	0	0	0	0
Night	25	51	8	48	0	0	1	0	7	58	0	0
Saturday	25	75	8	22	0	0	1	0	4	41	0	0

Totals		
Empl	Vis	Total
43310	SF	
58	192	240
49	90	139
41	158	199
37	137	174

Off-Street Spaces: 21
 On-Street Spaces: 24
 Total Spaces Available: 45
 Maximum Parking Needed: 199
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -154

Block No. 3000S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	26100	SF	3000	SF	5471	SF	0	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	26	78	6	36	5	11	0	0	0	0	0	0
Noon	26	59	6	25	5	3	0	0	0	0	0	0
Night	26	54	6	46	0	0	0	0	0	0	0	0
Saturday	26	78	6	16	2	3	0	0	0	0	0	0

Totals		
34571	SF	
Empl	Vis	Total
38	126	163
37	87	124
32	100	133
34	98	132

Off-Street Spaces: 184
 On-Street Spaces: 26
 Total Spaces Available: 210
 Maximum Parking Needed: 133
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 77

Block No. 3100N

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
Use	16300	SF	5100	SF	0	SF	4900	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	16	49	10	61	0	0	12	0	0	0	0	0
Noon	16	37	10	43	0	0	11	0	0	0	0	0
Night	16	34	10	61	0	0	1	0	0	0	0	0
Saturday	16	49	10	28	0	0	1	0	0	0	0	0

Totals		
26300	SF	
Empl	Vis	Total
39	111	149
38	80	117
27	95	122
27	76	104

Off-Street Spaces: 165
 On-Street Spaces: 26
 Total Spaces Available: 191
 Maximum Parking Needed: 122
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 69

Block No. 3100S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		School		Lodging	
	18000	SF	6900	SF	9656	SF	6000	SF	5980	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	18	54	14	83	10	20	15	1	18	18	0	0
Noon	18	41	14	58	9	5	14	1	18	18	0	0
Night	18	37	14	83	0	0	1	0	0	0	0	0
Saturday	18	54	14	37	3	6	1	0	0	0	0	0

Totals		
46536	SF	
Empl	Vis	Total
74	176	250
72	122	194
33	120	153
35	97	133

Off-Street Spaces: 139
 On-Street Spaces: 40
 Total Spaces Available: 179
 Maximum Parking Needed: 194
 Time of Maximum: Noon
 Surplus(+) or Deficit(-) -15

Block No. 3200N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Theatre		Lodging	
	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Use	22500	SF	5000	SF	0	SF	4900	SF	3345	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	23	68	10	60	0	0	12	0	3	27	0	0
Noon	23	51	0	42	0	0	11	0	0	0	0	0
Night	23	47	10	60	0	0	1	0	3	27	0	0
Saturday	23	68	10	27	0	0	1	0	2	19	0	0

Totals		
35745	SF	
Empl	Vis	Total
48	155	203
34	93	127
36	133	170
35	113	148

Off-Street Spaces: 48
 On-Street Spaces: 18
 Total Spaces Available: 66
 Maximum Parking Needed: 170
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -104

Block No. 3200S

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
Use	13900	SF	7150	SF	1400	SF	4300	SF	0	SF	55	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	14	42	14	86	1	3	11	0	0	0	4	42
Noon	14	31	14	60	1	1	10	0	0	0	4	13
Night	14	29	14	86	0	0	1	0	0	0	2	40
Saturday	14	42	14	39	0	1	1	0	0	0	4	13

Totals		
26750	SF	
Empl	Vis	Total
45	173	217
44	105	149
31	154	185
34	94	127

Off-Street Spaces: 130
 On-Street Spaces: 43
 Total Spaces Available: 173
 Maximum Parking Needed: 185
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -12

Block No. 3300N

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
Use	4800	SF	6703	SF	0	SF	0	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	5	14	13	80	0	0	0	0	0	0	0	0
Noon	5	11	13	56	0	0	0	0	0	0	0	0
Night	5	10	13	80	0	0	0	0	0	0	0	0
Saturday	5	14	13	36	0	0	0	0	0	0	0	0

Totals		
Empl	Vis	Total
11503	SF	
18	95	113
18	67	85
18	90	109
18	51	69

Off-Street Spaces: 102
 On-Street Spaces: 12
 Total Spaces Available: 114
 Maximum Parking Needed: 109
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 5

Block No. 33005

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Miscellaneous		Lodging	
	12090	SF	3260	SF	0	SF	1037	SF	0	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	12	36	7	39	0	0	3	0	0	0	0	0
Noon	12	27	7	27	0	0	2	0	0	0	0	0
Night	12	25	7	39	0	0	0	0	0	0	0	0
Saturday	12	36	7	18	0	0	0	0	0	0	0	0

Totals		
16387	SF	
Empl	Vis	Total
21	75	97
21	55	76
19	64	83
19	54	73

Off-Street Spaces: 71
 On-Street Spaces: 25
 Total Spaces Available: 96
 Maximum Parking Needed: 83
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 13

Block No. 3400N

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Theatre		Lodging	
	22500	SF	3500	SF	324	SF	2700	SF	2040	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	23	68	7	42	0	1	7	0	2	16	0	0
Noon	23	51	7	29	0	0	6	0	0	0	0	0
Night	23	47	7	42	0	0	0	0	2	16	0	0
Saturday	23	68	7	19	0	0	0	0	1	11	0	0

Totals		
31064	SF	
Empl	Vis	Total
39	127	165
36	80	116
32	105	137
31	98	129

Off-Street Spaces: 78
 On-Street Spaces: 21
 Total Spaces Available: 99
 Maximum Parking Needed: 137
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -38

Block No. 3400S

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Karate Studio		Lodging	
Use	21800	SF	7000	SF	1720	SF	7000	SF	2590	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	22	65	14	84	2	4	18	1	3	10	0	0
Noon	22	49	14	59	2	1	16	1	1	9	0	0
Night	22	45	14	84	0	0	1	0	3	10	0	0
Saturday	22	65	14	38	1	1	1	0	3	10	0	0

Totals		
Empl	Vis	Total
40110	SF	
58	164	222
54	118	172
39	139	179
40	115	154

Off-Street Spaces: 140
 On-Street Spaces: 48
 Total Spaces Available: 188
 Maximum Parking Needed: 179
 Time of Maximum: Night
 Surplus(+) or Deficit(-) 9

Block No. 3500N

	Retail/Serv		Rest./Bar		Office Medical		Office Other		Athletic Club		Lodging	
Use	7600	SF	2000	SF	0	SF	1500	SF	7406	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	8	23	4	24	0	0	4	0	7	30	0	0
Noon	8	17	4	17	0	0	3	0	4	25	0	0
Night	8	16	4	24	0	0	0	0	7	30	0	0
Saturday	8	23	4	11	0	0	0	0	7	30	0	0

Totals		
18506	SF	
Empl	Vis	Total
23	77	99
19	59	77
19	69	89
19	63	82

Off-Street Spaces: 43
 On-Street Spaces: 16
 Total Spaces Available: 59
 Maximum Parking Needed: 89
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -30

Block No. 3500S

Use	Retail/Serv		Rest./Bar		Office Medical		Office Other		Library		Lodging	
	39782	SF	#####	SF	0	SF	3300	SF	6385	SF	0	Units
Parking	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis	Empl	Vis
Maximum	40	119	22	134	0	0	8	0	3	6	0	0
Noon	40	90	22	94	0	0	7	0	2	3	0	0
Night	40	82	22	134	0	0	0	0	0	0	0	0
Saturday	40	119	22	60	0	0	0	0	3	6	0	0

Totals		
60602	SF	
Empl	Vis	Total
73	260	333
71	187	258
62	216	278
66	186	252

Off-Street Spaces: 126
 On-Street Spaces: 39
 Total Spaces Available: 165
 Maximum Parking Needed: 278
 Time of Maximum: Night
 Surplus(+) or Deficit(-) -113

Appendix D



NOB HILL
 NORTH **LEGAL BASE MAP** 8/87

Areas Where Zoning Changes Are Proposed

Appendix E

RIGHT OF WAY AND PAVING WIDTHS ON LEAD AND COAL

LEAD

Girard to Solano:	32' paving <u>60' r.o.w.</u> 28' available	
Solano to Morningside:	48' paving <u>60' r.o.w.</u> 12' available	
Morningside to intersection of Lead, Coal & Val Verde:		36' paving <u>70' r.o.w.</u> 34' available
Intersection of Lead, Coal & Val Verde to Washington:		62' paving <u>86' r.o.w.</u> 24' available

COAL

Girard to Sierra:	32' paving <u>60' r.o.w.</u> 28' available	
Sierra to intersection of Lead, Coal & Val Verde:		48' paving <u>60' r.o.w.</u> 12' available

SIDEWALK WIDTHS ON LEAD AND COAL

COAL

Girard to Montclair:	3 1/2 feet
Montclair to Washington:	6 feet

LEAD

Girard to Solano:	3 1/2 feet
Solano to Val Verde:	6 feet

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